

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

Canvas "Slingabouts" for Refrigerators

Pamphlets just received from Charles J. Webb & Co., Philadelphia, depict its canvas jackets which can be slipped around Westinghouse or Electrolux refrigerators for handling in shipping. The Slingabouts are lined with cotton to protect both the finish of the cabinet, and the customer's walls.

Wood Conversion Insulation

Balsam-Wool blankets and sealed slabs, are described along with Nu-Wood insulating board and Nu-Wood slabs, in from IND 4, a four-page leaflet just released by the Wood Conversion Co. The physical and thermal characteristics of these insulants are briefly outlined for their applications in refrigerators, refrigerated railroad cars, trucks, and in airplanes.

Shakeproof Lock Washers

A recent broadside of the Shakeproof Lock Washer Co., Chicago, portrays the uses of its washers in the assembly of refrigerators, electric clocks, radios, washing machines, oil burners, fans, and other electrical appliances. They are made in several types; with teeth around the outside circumference, internal teeth, countersunk washers, and with locking terminals for soldering connections.

Frick

Brief descriptions of several recent installations of refrigeration equipment are presented in the June issue of "The Frick System," a four-page organ published by the Frick Co. The pamphlet also mentions personal anecdotes of Frick personalities, and discusses the operation of the force feed oil pump and the new type HA refrigeration unit.

Armco Spiral Welded Pipe

A new handbook recently published by the American Rolling Mill Co. on its spiral welded pipe, gives information to the user of specially designed pipe in a diameter range of 6 to 24 in. It describes the spiral welding process, and discusses the size, weights, and pressure capacities of that product.

Novoid Cork Covering

Cork insulation brought over from Spain by the Cork Import Corp., New York City, is treated in bulletin 292 just published by that company. Insulation properties of the material are tabulated, and specifications given. It is offered in three standard sizes, heavy brine, brine, and ice water thicknesses.

Wagner Thermometers

Temperature indicating instruments for use in refrigeration, food industries,

and in industrial applications are described and illustrated in the 30-page catalog of Carl H. Wagner & Son, Chicago. Various types of pressure gauges, recording thermometers, aneroid barometers, hydrometers, and hygrometers are also shown, with accompanying specifications.

Aetna Ball and Roller Bearings

Information for the designing engineer who may need to employ ball or roller bearings in his machinery is embodied in this handbook of the Aetna Ball Bearing Manufacturing Co., Chicago. Manufacturing methods and inspection of the finished bearings are explained, and a complete body of data on the capacities and applications of the many sizes and types of bearings furnished by this company is also included.

Westinghouse Synchronous Motors

New type HR "Simplex" synchronous motors are described in leaflet 20519, just issued by the Westinghouse Electric and Mfg. Co. of East Pittsburgh, Pa. These motors, which are designed for driving low-speed, constant-speed machinery where low starting current combined with high starting and pull-in torque is required, are discussed from the application, construction, and operation standpoints.

Machinery by Morey & Co.

A broadside of the Morey & Co., 410 Broome St., New York City, lists the production machinery and prices at which it is offered. Among the equipment shown are automatic screw machines, bolt cutters, wire cutters, boring mills, drill presses, gear cutters and hobs, lathes, milling machines, power presses, punches and shears, saws, rolls and brakes, grinders, broaching machines and keyseaters, hammers, planers, shapers and slotters.

TWO APARTMENTS INSTALL COOLING SYSTEMS

SAN FRANCISCO—Frigidaire Sales Corp. will install four Frigidaire cabinets in the new apartment building that Mrs. E. Petersen is having erected at the corner of Forty-Third Ave. and Geary St., here. A model A-133 compressor and four 112-TF coils are included in the installation.

The 31-suite apartment structure that C. L. Peterson is building at the corner of University and Waller Sts., San Francisco, will be Frigidaire equipped. The refrigeration plant consisting of two model A-4100 compressors will operate 31 No. 112-TF coils. The top floor, however, will have its own unit, a No. W-8 Frigidaire, a complete unit in itself.

SAN ANTONIO FIRM MAKES WATER COOLING HOOKUP

SAN ANTONIO, Tex.—The Neches Electric Co., Temprite distributor, has installed a 900-CR cooler in the Elks' Club in this city, to supply water to seven drinking fountains, one on each floor of the building, and to a pedestal drinking fixture in the bowling alley and a wall fixture in the lobby.

TEN ENGINEERS HOLD ELECTROLUX SCHOOL

EVANSVILLE, Ind.—Ten gas company representatives and members of dealers organizations from eight different states answered roll call at the Electrolux factory educational school here the week of June 8 to 13, inclusive.

Due to the advanced class which Instructor R. B. Moore had arranged, the instruction was limited to an intensive review with special emphasis on the 1931 Electrolux refrigerators. The majority of the students had attended previous schools, thus eliminating the necessity for much elemental drill.

Complete registration was as follows: E. S. Campbell, Worcester Gas Light Co., Worcester, Mass.; R. J. Cecil, Thompson Hardware Co., Pampa, Tex.; R. A. McGee, Cambridge Gas Light Co., Cambridge, Mass.; D. R. Rogers, Indiana Gas Utilities Co., Terra Haute, Ind.; L. F. Cady, Hornell Gas Light Co., Hornell, N. Y.; J. Goodwill, Empire Southern Gas Co., Minden, La.; F. W. Cheek, Evansville, Ind.; W. M. Corcoran, Central Illinois Electric and Gas Co., Rockford, Ill.; P. M. Venter, Iowa Public Service Co., Waterloo, Iowa; and W. R. Laseter, T. J. Neal Co., Jackson, Miss.

As a concluding feature of the school, the members attended a luncheon arranged for them at the Evansville Country Club.

GUSTAVE LIDSEEN OFFERS NEW EXPANSION VALVE

CHICAGO—A new automatic expansion valve for domestic refrigerators has been developed by Gustave Lidseen, Inc., of this city. The valve was designed by R. M. Hvid, and is being made by the Lidseen organization, manufacturers of dies, tools, special machinery, and metal stampings.

The valve is designed for use with sulphur dioxide, methyl chloride, or any refrigerant not detrimental to brass or copper, according to the announcement.

The liquid refrigerant enters against a needle point, from a strainer made of fine mesh screen. The adjustment range is from 25 lbs. of pressure to a 25 in. vacuum, according to the engineers. Outlet connections can be made from four different positions of the valve, depending upon the requirements of the refrigerator design.

NEW YORK CENTRAL ORDERS COLD STORAGE WAREHOUSE

NEW YORK CITY—Contract for the construction of a cold storage warehouse and railroad viaduct has been let by the New York Central Railroad. It was awarded to Aronberg-Fried Co., Inc., the cost of the building being placed at \$509,227.

THE COOKE SEAL RING

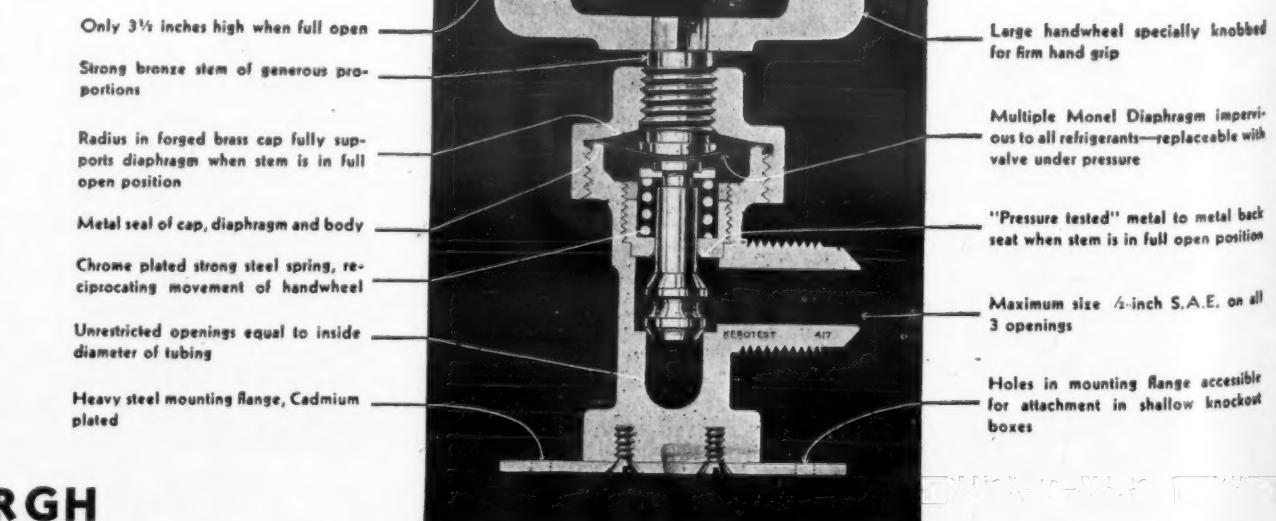
PREVENTS LEAKAGE AROUND REVOLVING SHAFTS

20 NORTH GREEN STREET
CHICAGO, ILLINOIS, DEPT. N.

KEROTEST multiple diaphragm REFRIGERATION VALVES

Multiple monel metal diaphragms . . . impervious to all refrigerants . . . replaceable with valve under pressure . . . no soldered joints . . . unrestricted openings . . . PRESSURE TESTED TO 11,250 POUNDS BY UNDERWRITERS' LABORATORIES IN FULL OPEN, HALF OPEN AND FULL CLOSED POSITIONS . . . ALSO TO DURABILITY TEST OF 50,000 CYCLES OPEN AND CLOSED. Get all the facts and prices from your nearest distributor today.

KEROTEST MFG. CO., PITTSBURGH



Type 417

Distributed by

Boston, Massachusetts - - 110 High Street
A. E. Borden Co.
Newark, N. J., Jefferson and Chestnut Sts.
McIntire Connector Co.
Philadelphia, Pennsylvania, 523 Arch Street
Fretz Brass & Copper Co.
Greensboro - - - - - North Carolina
Home Appliance Service Co.

Cincinnati, Ohio - - - - - Burbank Street
The Merkel Bros. Co.

Detroit, Mich., 6-247 General Motors Bldg.
W. H. Mark Hanna

Chicago, Illinois, 2317 W. Marquette Road

G. C. Taylor

St. Louis, Missouri, 2817 Lacled Avenue

Brass & Copper Sales Co.

Los Angeles, California, 224 East 11th Street
Van D. Clothier

San Francisco, Calif., Merchants Exchange Bldg.
A. W. V. Johnson

EXPORT DISTRIBUTORS

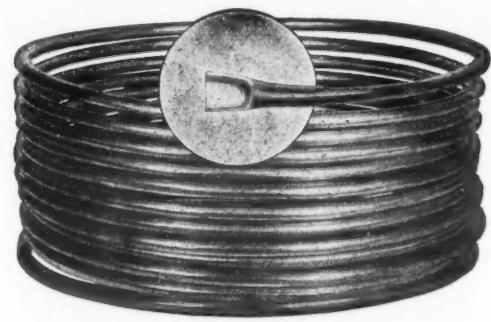
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FOR A PERFECT FLANGE OR SWEDGE OR BEND—

SEAMLESS COPPER TUBING

Specially Dehydrated and Solder-Sealed for Refrigeration Work

Made from highest quality deoxidized copper billets—bright annealed—uniform, non-scaling, non-corrosive. Made to A. S. T. M. Specifications (B-68-30-T)—ready for quick installation. Send your production requirements for quotations, or write for rush shipment from stock.



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Export Department—H. M. Robins Company,
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Sales offices in all major cities. Stock available at Los Angeles,
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Merchandising Section

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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TWO DOLLARS PER YEAR

JUNE FRIGIDAIRE SALES GAIN 29% OVER JUNE, 1930

Davenport, Ia., Reports Largest Increase Of 79.5%

DAYTON, Ohio—Sales of household Frigidaires throughout the country during June show a gain of 27 per cent, as compared with June a year ago, according to E. G. Biechler, president and general manager. Increases ranged as high as 79.5 per cent, which was recorded in Davenport, Iowa.

Other gains over June of last year were reported as follows: New York, 39.7 per cent; New England, 37.4; Atlanta, 69.8; Philadelphia, 50.5; Pittsburgh, 64.3; Baltimore-Washington, 60.7; St. Louis, 48.5; Chicago, 40.6; Davenport, 79.5; Houston, 16.4; Kansas City, 72.2; Miami, 31.4; Birmingham, 38; Billings, 105.8; Wichita, 59.4; Roanoke, 54; Knoxville, 21.5; and the central region, which includes Detroit, Cleveland, Cincinnati, Louisville, and intermediate territory, 17.5 per cent.

Two weeks ago, July production was increased 32 per cent above that of the corresponding month of last year to meet sales requirements. This week the schedule again was increased.

"The three million door knob hangers and the newspaper advertising that heralded the opening of the fifteenth anniversary jubilee celebration produced satisfactory results," states H. C. Jam-

(Concluded on Page 2, Column 5)

New York Ahead

NEW YORK—Household sales of Frigidaire Sales Corp. in this territory showed a 39.7 per cent gain for June, as compared with the corresponding month of last year, it has been announced by C. M. Eakin, manager.

The Frigidaire fifteenth anniversary jubilee was opened July 6, and large crowds have been visiting all showrooms, Mr. Eakin reports.

All showrooms in the district were given a coat of white paint, symbolic of the Frigidaire white line of household electric refrigerators for the opening of the two months' jubilee campaign. White banners containing the Frigidaire coat of arms have been unfurled above most showrooms.

All salesmen who attain their sales quotas during the jubilee will be rewarded with a trip to Bermuda, and those who sell 175 per cent of quota also will receive a free passage for their wives. White suits will be worn by all trip winners.

MAINE UTILITY SELLS 162 REFRIGERATORS IN JUNE

AUGUSTA, Me.—One hundred and sixty-two electric refrigerators were sold in the June appliance sales campaign of the Central Maine Power Co., figures being announced recently. In the same drive, 200 electric ranges and 42 electric water heaters were sold.

The quota for refrigerators was set at 98 for the month. The eastern division of the company finished first, selling 170 per cent of its refrigerator quota, while the other sections sold more than 100 per cent of their refrigerator quotas.

FORBES TAKES ALABAMA SERVEL FRANCHISE

BIRMINGHAM, Ala. — (UTPS) — The Forbes Radio and Refrigerator Co. has taken the Servel franchise for the entire state of Alabama.

The company formerly served as distributor for Majestic.

BIECHLER TO SAIL JULY 18 ON EUROPEAN TRIP

DAYTON, Ohio—E. G. Biechler, president of the Frigidaire Corp., will sail July 18 for Europe. On his return, he will bring back his wife and daughter, Elsie, who have been touring the Continent.

R. I. Petrie Made Sales Manager Of Leonard

DETROIT—R. I. Petrie has been appointed sales manager of the Leonard Refrigerator Co., succeeding August H. Jaeger, who has resigned, according to H. W. Burritt, vice-president of the Kelvinator Corp., of which Leonard is a division.



R. I. PETRIE

Mr. Petrie has been connected with Kelvinator sales and financial departments for the past seven years.

During the last twelve months, he has been Kelvinator regional sales manager in charge of distributor-dealer operations in the eastern half of the United States.

He was new business manager of Refrigeration Discount Corp., for two years, and branch manager for Kelvinator in Cleveland and Washington, D. C.

Mr. Petrie will make his headquarters in Detroit.

GEORGIA POWER CAMPAIGN SALES TOTAL \$958,128

ATLANTA, Ga.—Over the top again. The electric refrigeration sales campaign of Georgia Power Co., which closed June 30, resulted in the sale of \$958,128 in refrigeration units, a report released by J. M. Stafford, Jr., merchandise advertising manager, states.

The quota in the campaign, which opened May 4, was \$850,000, and the per cent of quota sold was 112.7.

Every division in the campaign passed the quota mark for the contest. The Rome division, with a quota of \$69,850, sold \$93,198 worth of refrigerators to lead in the percentage column. Augusta was second with 129.1 per cent of its quota sold. Other division percentages were: Macon, 124.5 per cent; Athens, 114.9 per cent; Columbus, 105.9 per cent.

Atlanta, with the largest quota, had the largest total sales, but was last in the percentage columns. This division sold \$385,346 worth of refrigerators or 102.8 per cent of the quota.

Dealers and salesmen to the number of 260 attended the dinner.

DETROIT CO. SHIPS 89,853 UNITS IN 9-MONTH PERIOD

Kelvinator June Total Is 11,000; Announce Quarter Profit

DETROIT—Cumulative unit shipments of the Kelvinator Corp. to June 22 of the present fiscal year were 89,853, as compared with 79,978 in the corresponding period of last year, according to officials of the company.

During the month of June, the company shipped more than 11,000 units, against 8,660 units in June, 1930. Inventory on June 1 totaled approximately \$3,600,000, as compared with \$5,000,000 a year ago.

Profits for the April-June quarter of the fiscal year ending Sept. 30, 1930, are estimated at \$1,700,000, before federal taxes, by company officials. April and May profit totaled \$1,300,000 and June profits are figured at \$400,000.

According to Kelvinator officials, this compares with profits of \$1,414,467, or \$1.19 a share on the 1,186,106 common shares, earned during the June quarter of 1930 after federal taxes.

The estimated profits for the current third quarter are figured at \$1.40 a share on the 1,186,106 common shares, after all charges, but before federal taxes. Net profits for the 1929-1930 fiscal year after all charges, but before federal taxes were \$1,601,106.

Quota Passed; Doty Needs No Barrel

ST. LOUIS, Mo.—The organization of O. E. Waldsmith went 26 per cent over its quota during June, and as a result H. D. Wehrly, regional manager, attended the dinner celebrating the month's achievement clad in a fur coat, ear tabs, and 24 other pieces of wearing apparel.

By going so far past the mark, the local organization prevented any embarrassment to E. D. Doty, advertising manager, who was scheduled to attend the dinner minus one article of clothing for each per cent the sales force fell short of quota.

Dealers and salesmen to the number of 260 attended the dinner.

COPELAND COMMERCIAL UNIT SALES REACH NEW PEAK

MT. CLEMENS, Mich.—An increase of 63 per cent in sales of Copeland commercial electric refrigeration units during the first eight months of the current fiscal year beginning Nov. 1, 1930, over a corresponding period last year is reported by W. D. McElhinny, vice-president of Copeland Products, Inc.

The Fireworks Start—Here's How to Shoot Your Own

REAL fireworks are being provided by electric refrigeration sales organizations this summer. Kelvinator has just announced a \$250,000 promotional campaign and sales contest. Frigidaire's fifteenth anniversary jubilee is now in full swing. These stories are on page one. Norge dealers and salesmen are now engaging in their first national contest. General Electric blimps are settling down at the close of their transcontinental race. Servel salesmen are working for a free trip to Evansville. To the dealer who wants to join the race to the fire, this issue of Electric Refrigeration News offers a number of practical suggestions. A group of window display pictures, for instance, may be found on page 14.

How-to-do-it merchandising stories, such as that of the Dayton dealer who promoted sales through a question-answering contest, may prove helpful. The story appears on page four. Page six carries an article outlining the sales theories of Caswell-Stull, Inc., of Detroit, G. E. distributor. On the same page is the story of a Buffalo dealer who boosted his sales by conducting a

city-wide survey of housewives, their preferences, and the like, in connection with a drawing.

Page 12 carries a lengthy story of sales promotion methods used by three Michigan utilities, as told at the annual convention of the Michigan Electric Light Association recently held at Mackinac Island. Read, on page 12, how a salesman's letter to a prospect completely "sold" him on a Frigidaire for his summer cottage, even after he had uttered a final "No." A banquet, but not an ordinary one, made refrigerator salesmen of the New Orleans Public Service Co. work like everything. Page 16 tells the story in full. On page 18 are two full stories of dealers' systems for pushing sales records upward. One dealer is from San Antonio; the other hails from Washington, D. C. See what Carroll Pellissier has to say about sales kits on page 18. And page 20 tells you how A. Harvey's Sons' Mfg. Co. of Detroit, sells Copelands.

From these stories, dealers may be able to hit upon one scheme, one idea, that they can apply to their own activities. And one is very often enough!

Majestic Appoints W. G. Peirce To Staff

CHICAGO—W. G. Peirce has been appointed to the staff of the Grigsby-Grunow Co. as assistant to Don M. Compton, vice president and general manager.

Mr. Peirce has been president of Peirce-Phelps, Inc., Philadelphia dis-



W. G. PEIRCE

tributors of Majestic products for five years, which position he resigned to take up his work here.

The new assistant is a graduate of the Massachusetts Institute of Technology and is 29 years old.

Other appointments announced by Mr. Compton include that of R. C. Roling, the new production manager who succeeds Albert Weiland; the promotion of Ray C. Haimbaugh to chief engineer of the refrigeration division; and the advancement of R. M. Arnold to chief engineer of the radio division.

UTILITY MERCHANDISING ON ASSOCIATION PROGRAM

HENDERSON HARBOR, N. Y.—When representatives of local electrical leagues meet at Association Island from July 27 to 31 to hold Camp Cooperation XI, they will signalize the end of the first decade of organized electrical league work.

The subject of merchandising, as it concerns utility executives will occupy the greater part of the business program, which has been designed by J. E. North of Cleveland.

Short playlets will be given each morning, dealing with some phase of the electrical industry as concerned with cooperative leagues. Round table discussions will follow each morning lecture session, to permit attendants to have more intimate contact with authorities present.

Two special sessions will be held to discuss Red Seal Wiring, and problems of league managers in operating their organizations.

KELVINATOR WILL START \$250,000 CAMPAIGN TODAY

Prospects, Distributors, Salesmen To Share Prize Awards

DETROIT—When Kelvinator distributors, dealers, and salesmen throughout the United States go to work this morning, they will open the greatest sales campaign in Kelvinator history—a nine-week drive involving an expenditure of \$250,000.

Featured in this campaign will be two groups of prizes, the first, totaling \$20,000, to be awarded prospects who submit the best letters on "What I Have Learned About Kelvinator," while the second purse of \$18,000 will be divided among dealers and salesmen in the territory of winning distributors.

The Kelvinator sales drive will be conducted on a plan similar to that of a horse race, and has been named the Kelvinator Derby. Seventy million newspaper advertisements will be used in six weeks of the campaign period, at a cost of \$185,000.

Every feasible method of sales promotion will be used, including, besides newspaper advertising, a direct mail campaign, magazine advertising, radio

(Concluded on Page 2, Column 1)

New Field Set-up

DETROIT—To maintain closer contact with its dealer-distributor organization, Kelvinator Corp. has increased its field force to six regional managers and 29 district managers, according to J. S. Sayre, sales manager of the company.

The new regional managers are: J. C. Burton; J. F. Crossin; F. J. Foersterling; S. D. Camper and H. A. Dahl, all advanced from district manager posts. J. S. Cortines continues as regional manager.

J. S. Cortines, regional manager for nearly a year in the territory comprising the western half of the United States, will be assisted by District Manager W. B. Milliken of Denver, District Manager Lawrence Klein, who has been in the Seattle territory, and H. L. Percy who also has had headquarters at Denver.

J. C. Burton has been assigned as regional manager for the New England states, eastern Pennsylvania, New Jersey, Delaware, District of Columbia and Virginia. He will have under him District Managers L. L. Langley, G. J. Malone, A. P. Smith, C. R. Brogan, A. L. McMillan, and S. A. Kelsey.

Regional Manager J. F. Crossin will

(Concluded on Page 4, Column 1)

REX COLE, INC., CONTEST WINNERS VISIT PLANT

NEW YORK—Celebrating record June sales of General Electric refrigerators in the five boroughs of Greater New York which shattered all previous monthly sales marks by large margins, 75 star salesmen of Rex Cole, Inc., were rewarded recently by an inspection of the General Electric Co. plant at Schenectady.

June sales of the Rex Cole Corp. topped the best month in the history of the organization, and exceeded May sales by 85 per cent, Cole said. The retail division of the corporation established an all-time high order mark, Jamaica coming first, with Queens Village second.

J. F. HALL DIRECTS WHOLESALE SALES FOR DISTRIBUTOR

INDIANAPOLIS—James F. Hall has been appointed manager of the wholesale division of the Capital Paper Co., distributor of Williams Ice-O-Matic refrigerators here.

Mr. Hall was formerly vice president and sales manager of a wholesale distribution organization for Missouri and Kansas, and has 12 years' experience in establishing dealer organizations, employing and training retail specialty sales organizations, and conducting specialty advertising and sales campaigns.

KELVINATOR BEGINS \$250,000 CAMPAIGN

(Concluded from Page 1, Column 5) programs, billboard posters, lantern slide advertising, tire cover announcements, and special window displays.

Through their numerous forms of announcements, Kelvinator officials will endeavor to attract thousands of prospects to distributors' and dealers' display rooms for the purpose of checking the refrigerator by the standard rating scale of electric refrigeration before writing a contest letter.

Thirty-seven prizes will be given winners in the letter contest. The first two awards are \$5,000 and \$1,250 cash, while the remaining 35 winners will receive Kelvinators.

Judges of the contest will be J. E. Davidson, president of the Nebraska Power Co. and chairman of the Electric Refrigeration Bureau; Miss Katherine A. Fisher, director of the Good Housekeeping Institute; and B. C. Forbes, publisher of Forbes magazine.

Carrying out the derby scheme in the intra-organization contest, each distributor will be known as a certain racing horse. Distributors having approximately the same sales average will compete against each other in "track" groups, each group of racers being burdened with like "handicaps," or sales quotas for the drive.

Dealers and salesmen will assume the role of jockeys, and will receive tickets for each Kelvinator they sell during the campaign.

At the close of the race on Sept. 15, the \$18,000 derby purse will be divided among the various track groups on a percentage basis after the total sales during the drive have been tabulated by official checkers.

Three winners, or distributors, having the highest sales records for the contest, will be chosen from each field.

Dealers Told Us They Wanted Quick Action



There is a full-functioning C. I. T. Office near you ready to give complete service. Our Refrigerator Financing Plans are uniformly available from every one of our local offices throughout the country. Think of what this means in getting quick action!

When you want a rush check-up on a prospective purchaser our credit man on the spot will immediately investigate and report, at no expense to you.

As you make sales you send along the contracts (daily if you wish) and our local office will promptly give you cash.

Collections are tactfully made by a trained force of C.I.T. men who know local conditions in your territory.

There is no longer any need for you to burden yourself with credit, collection or financing details—for these our local office is responsible—your full attention may now be devoted to increasing sales.

The C. I. T. Plans cover domestic, commercial and apartment house installations of all approved makes of mechanical refrigerators. Costs are uniformly low, and the Plans entirely free of objectionable "red-tape". Moreover, they are backed by a twenty-two year old organization with large resources and dependable policies.

C.I.T. CORPORATION

ONE PARK AVENUE, NEW YORK

A Unit of

COMMERCIAL INVESTMENT TRUST CORPORATION
CAPITAL AND SURPLUS OVER \$90,000,000

Subsidiary and Affiliated Operating Companies with Head Offices in New York—Chicago
San Francisco—Toronto—London—Berlin—Brussels—Paris—Copenhagen—Havana
San Juan, P. R.—Mexico City—Buenos Aires—Sao Paulo—Sydney, Australia
Offices in more than 160 cities.

THESE C. I. T. LOCAL OFFICES WILL WELCOME YOUR INQUIRY

Abilene—Akron—Albany—Allentown—Altoona—Amarillo
Asbury Park—Atlanta—Augusta—Baltimore—Beckley—Binghamton
Birmingham—Bloomington—Bluefield—Boise—Boston—Bristol
Bronx—Brooklyn—Buffalo—Butte—Camden—Charleston—Charlotte
Chicago—Cincinnati—Clarksville—Cleveland—Columbia—Columbus
Dallas—Davenport—Dayton—Denver—Des Moines—Detroit—El Paso
Erie—Fort Wayne—Fort Worth—Fresno—Glens Falls—Grand
Rapids—Green Bay—Greensboro—Greenville—Hagerstown
Harrisburg—Hartford—Hempstead—Hickory—Houston—Huntington
Indianapolis—Jackson—Jacksonville—Jamaica—Jamesstown—Jersey
City—Kansas City—Kenosha—Knoxville—Lansing—Lexington—Lincoln
Youngstown.

Norge Joins the Circus



When the circus came to Muskegon, Mich., Clothing, Inc., Norge dealer, entered a display in the parade.

CALIFORNIA SALES FORCE DISCUSSES JUBILEE

LOS ANGELES — Preparatory to launching its July and August jubilee campaign, the Frigidaire organization here held a meeting of salesmen, supervisors and dealers from San Bernardino, Riverside, Pomona, Ontario, Long Beach, Hines and metropolitan Los Angeles. About 150 attended the gathering.

No Horatius Here

MIAMI, Fla.—Thirteen compressors, 20 coils and two ice cream cabinets, delivered by the Domestic Refrigeration Co., Frigidaire distributor here, had no trouble passing the private bridge, always under guard, which leads to the Indian Creek Golf club, where only members may disport themselves.

Interesting to golfers is the fact that the Indian Creek club's island course was built to order for its millionaire members, sand from the bottom of Biscayne Bay being pumped in to conform with plans laid out by a nationally known golf architect.

KELVINATOR OF CANADA SALES SHOW 37% GAIN

LONDON, Can.—Thirty-seven per cent increase in sales for the first eight months of the current fiscal year over the corresponding period a year ago is the record of Kelvinator of Canada, Ltd., according to Howard A. Lewis, vice president.

"Net profits of the company are also ahead of last year's figures," stated Mr. Lewis. "This year we have increased our manufacturing operations at London to care for Canadian and British business. We are supplying certain models to our English subsidiary, Kelvinator of London, Eng., Ltd., from Canada."

In 1930, Kelvinator of Canada reported profits of \$80,593, after depreciation and income taxes. At the close of the fiscal year, Sept. 30, 1930, current assets totaled \$548,325, against current liabilities of \$140,028.

CINCINNATI SERVEL DEALER LISTS RETAIL OUTLETS

CINCINNATI—(UTPS)—Griffith Victor Distributing Corp., Servel distributor, of which C. W. Hyde is vice president, now has the following dealers in Greater Cincinnati: A. and N. Music Co., Norwood; Anour Co., Baldwin Piano Co., 142 W. Fourth St., The Bellony Furniture Co., Carlson Radio Shop, Lockland; Consumers Supply Co., Cory Electric Co., Heubach Bros., Cheviot; Main Supply Co., William Miller Range and Furnace Co., Carl Shinkel, Bernard Music and Jewelry Co., St. Bernard; Rudolph Wurlitzer Co., Ludlow Vulcanizing and Tire Co., Ludlow, Ky.; G. and F. Hardware and Lumber Co., Bellevue, Ky.; I. L. Greenwald, Inc., Covington, Ky.; Dine-Schabell Furniture Co., Inc., Covington, Ky.; Broering Bros. and Ben Glaser Radio Store.

WAYNE CO. CHANGES NAME OF CORPORATION

FORT WAYNE, Ind.—The Wayne Home Equipment Co., former manufacturer of Wayne electric refrigerators, has changed its name to the Wayne Oil Burner Corp. The refrigeration division was sold to the Apex Electrical Mfg. Corp., Cleveland.

SURVEY SHOWS 13 PER CENT OWN REFRIGERATORS

SALISBURY, Md.—In a recent survey made here by the National Electric Power Co., it was found that 107 customers out of 817, or 13 per cent of those canvassed, owned electric refrigerators. Electric irons, radios, and vacuum cleaners were in most common use.

NORGE STAFF FETES REPUBLIC RADIO CORP.

DETROIT—To introduce retailers of Republic Radio Corp., recently appointed Michigan distributor, to the Norge electric refrigerator, officials of Norge entertained the former at a banquet at the Detroit-Leland hotel, July 2.

The main address was given by Howard E. Blood, president of Norge. To the new dealers he outlined sales features of the refrigerator they are now to sell, explained the rotary compressor, and sketched the history of the company.

Details of the Norge Rollator Marathon contest, which starts today, were given by Jack Frohlich, Dartnell Corp. representative and national contest manager. John H. Knapp, vice president and director of sales, explained sales policies.

Albert H. Zimmerman, president of Republic Radio Corp., introduced members of the organization in a short talk. H. M. Ferguson is secretary of the corporation, which was formed in 1923 and has distributed Zenith radios since that time.

This meeting was one of a series of 50 held by Norge officials throughout the nation in order to acquaint dealers with the nation-wide contest.

NEW JERSEY DISTRIBUTOR LISTS SIX INSTALLATIONS

ASBURY PARK, N. J.—Six installations have been made recently by the Jersey Central Power & Light Co., Frigidaire distributor. The company has purchased the Eastern New Jersey Power Co. of this city, making it the second largest public utility in the state.

Jack Carhart, salesman, and C. R. Butcher, supervisor, have installed equipment in two Red Bank homes. In the home of U. H. McCarter, president of Fidelity Trust Co., two 150-lb. ice makers, one W-5100 compressor, one 1866-F coil, one 16-coil, and one W-475 compressor have been installed to replace an obsolete ammonia system. The B. P. O. E. Lodge, 233, has purchased two 17-F coils, one W-350 compressor, one 60. Frigidaire ice maker, one 21-X coil, one 1866-F coil, and one W-5100 compressor for its new building.

Two jobs have been sold by J. R. Hurley, central division manager. In the county welfare home, Freehold, N. J., two 1866-F coils, one W-5100 compressor, one 16-F coil, two T-70 cooling tanks, and two Y compressors have been installed, while the Allenwood Preventorium, Allenwood, N. J., has purchased four 88-F coils and one C compressor.

The Cat & Fiddle Inn, stand No. 2, Clifford Broadwalk, has purchased four 21-X coils and one A-5150 Frigidaire compressor to use in cooling syrups. The sale was made by Norman Scott, Keyport, N. J.

Ferdie Vaugoin, Long Branch, N. J., sold E. C. Wilson Meat Market two 1578-F coils and one W-5100 compressor, which were installed in an all black and white porcelain refrigerator.

JUNE FRIGIDAIRE SALES INCREASE OVER '30 MARK

(Concluded from Page 1, Column 1) person, general jubilee campaign manager. "Showrooms everywhere report large crowds of visitors during the opening week of July 6," he declares.

The June business increase was credited by Mr. Blechler to the new white line, the heat wave, which was general throughout the country during the month, and the interest that Frigidaire advertising and the spring showing campaign created in the new household models.

"Thousands of new prospects were obtained during the spring showing campaign," he said, "and the June sales promotion activity was devoted to selling these prospects. 'Make a Proposition to Every Prospect—Close Them in June' was our selling slogan for the month. A new proof proposal form was prepared which enabled salesmen to drive home the story."

NORTH TEXAS DEALERS PLAN FOR FRIGIDAIRE JUBILEE

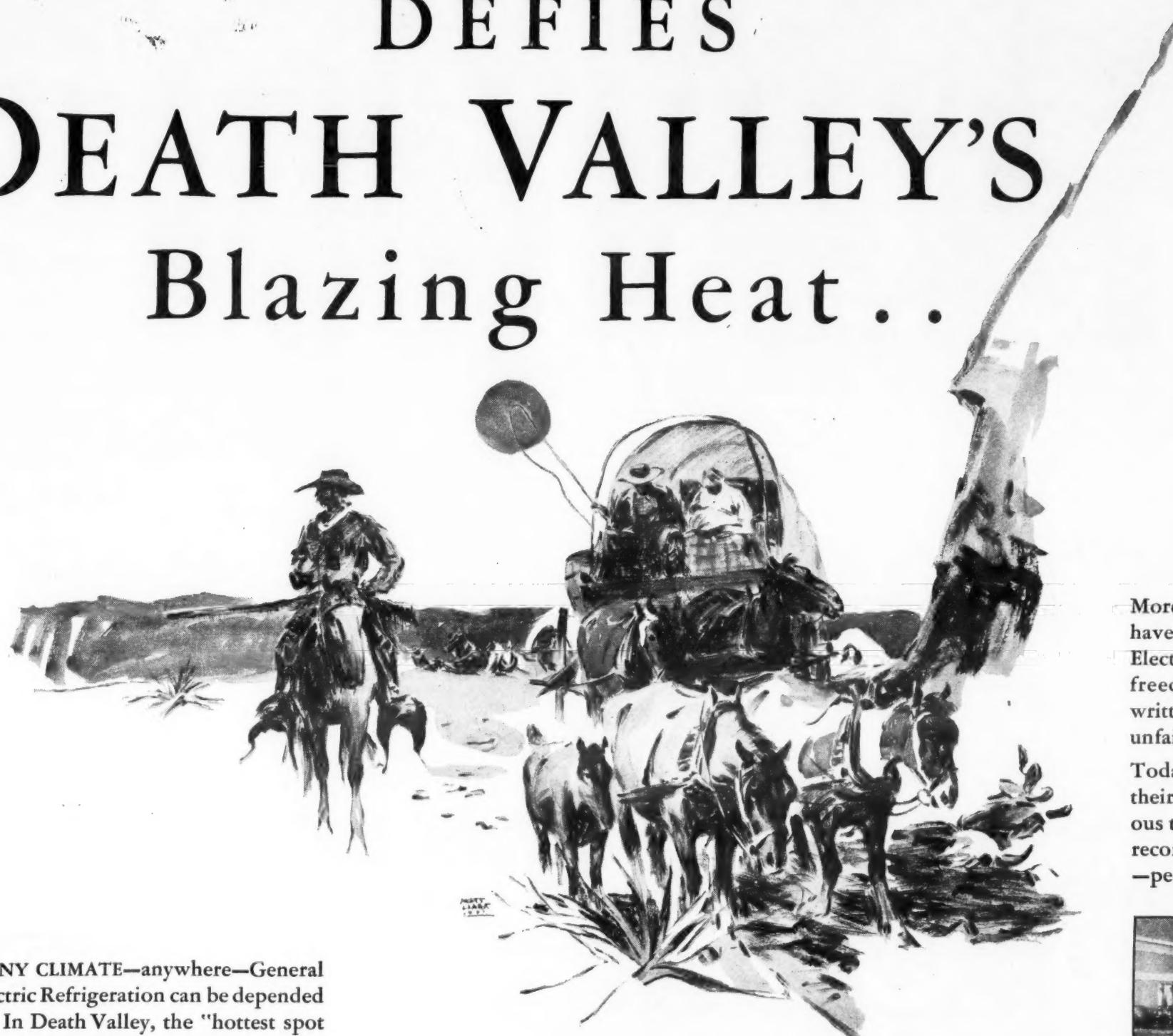
DALLAS, Tex.—Plans for the local celebration of Frigidaire's fifteenth anniversary jubilee were made by the sales organization of J. P. Galloway, Inc., Frigidaire distributor for North Texas, at their meeting, held at the Baker hotel, July 7.

The jubilee will be participated in by practically all of the Frigidaire dealers in North Texas, according to plans mapped out at the Tuesday meeting of the Galloway firm's representatives.

NORGE DEALER MOVES OFFICES

BRIDGEPORT, Conn.—The American Oil Burner Corp., Norge dealer, has moved to 714 Post Road, Fairfield Center. The concern, which is headed by H. E. Menard, has been located at 589 Fairfield Ave.

General Electric Refrigeration DEFIES DEATH VALLEY'S Blazing Heat..



IN ANY CLIMATE—anywhere—General Electric Refrigeration can be depended upon. In Death Valley, the "hottest spot in America," with an average summer temperature of 122°, General Electric Refrigeration is an important factor in making life livable. In this torrid atmosphere, famous Furnace Creek Inn, pleasant and popular winter resort hotel, keeps food fresh and tasty, drinking water always cool and refreshing, with seven



Furnace Creek Inn, Death Valley, California, popular winter resort, where General Electric Refrigeration contributes to luxurious comfort

General Electric Refrigerators and Water Coolers.

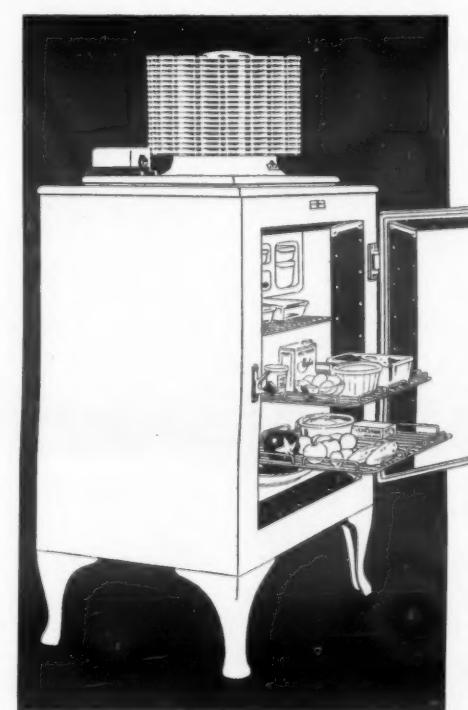
Of course few refrigerators are ever called upon to serve under such severe conditions. But people know from their own experience and the experiences of their friends that when you install a General Electric you can absolutely depend on its faithful operation—regardless of condi-

tions. That is an important reason why sales of General Electric Refrigerators are constantly setting new records.

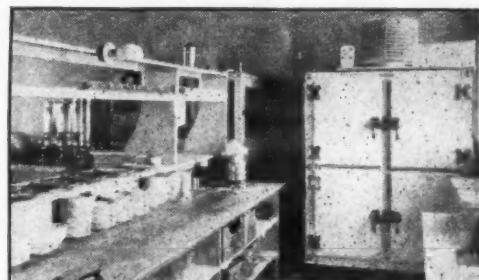
They know that the All-Steel cabinet is durable—that it effectively keeps heat out and cold in. They know that the famous Monitor Top never needs attention—that it's proof against dust, moisture and tampering fingers. They know that within its gleaming steel walls, all the simple mechanism is hermetically sealed, operating in a silencing bath of oil.

And there are other General Electric features with which almost every prospect is familiar. There's the Sanitary Super-Freezer—so clean and simple that anyone can understand its obvious advantages. There are the General Electric Sliding Shelves—that make food so easy to reach—that make it possible to utilize every bit of the General Electric's roomy interior. There's the utter simplicity of installation—merely plug into any convenience outlet.

Seven General Electric Refrigerators and Water Coolers keep food always fresh and tasty and drinking water delightfully refreshing at Furnace Creek Inn, Death Valley, Calif.



NEW SLIDING SHELVES
an exclusive General Electric feature

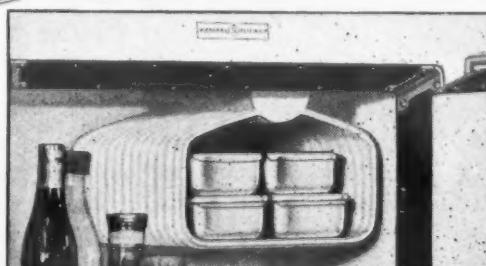


One of Furnace Creek Inn's General Electric Refrigerators

true value are turning to the General Electric—the refrigerator that's absolutely dependable everywhere—that sells itself—that keeps itself sold.

General Electric Company, Electric Refrigeration Department, Section DF72, Hanna Building, 1400 Euclid Ave., Cleveland, O.

JOIN US IN THE GENERAL ELECTRIC PROGRAM, BROADCAST EVERY SATURDAY EVENING, ON A NATION-WIDE N.B.C. NETWORK



The General Electric Sanitary Super-Freezer—clean and easy to keep clean. Full porcelain surface; everything simple, efficient, sanitary

GENERAL ELECTRIC ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS • ELECTRIC WATER COOLERS

KELVINATOR CHANGES FIELD STAFF SET-UP

(Concluded from Page 1, Column 5) cover New York state, western half of Pennsylvania, West Virginia, Ohio, Michigan and the extreme northern part of Indiana. He will have working with him District Managers R. I. Eshman, R. P. Scott, J. S. Craig, C. V. Calkins, and W. W. Blue.

F. J. Foersterling, regional manager, will handle the Southwest states. He will be assisted by District Managers J. B. Taylor, T. L. Mauldin, C. B. Jones, and H. W. Browne.

Regional Manager S. D. Camper will handle the Southeastern territory with the assistance of District Managers J. K. McCarthy, C. D. Mitchell, C. H. Meredith, George Wagoner, W. M. DeWitt and W. G. Harveycutter.

Under Regional Manager H. A. Dahl, J. B. Loomis, district manager, has been assigned to cover Milwaukee, Racine, Madison, Green Bay, Iron Mountain, Appleton and Wasau. W. C. Stephenson, district manager, will contact distributors in Minneapolis, St. Paul, Duluth, and North and South Dakota.

Jay Glaser will be district manager for Omaha, Sioux City, Des Moines, Davenport, Mason City and Dubuque.

T. H. Maginnis, district manager, will continue in his old territory with the Commonwealth Edison Co., Chicago, Rockford Electric Co., and Wiswell Radio Co., Chicago.

"We have heretofore had only two regional managers, one for the eastern half, and one for the western half of the United States, 17 district managers, a director of utility sales with representatives at New York and Chicago for the eastern and western territories, and 15 field sales representatives, working under the regional managers and

At the Helm



Left to right—Vernon Collamore, sales manager; Duane Wanamaker, advertising vice president; Don Compton, general manager and vice president; and B. J. Grigsby, president, guiding Majestic picnic ship.

district managers," Mr. Sayre stated. "The new arrangement will enable the six regional directors to contact distributors frequently. The entire force of field sales representatives has been added to the district managers' staff and assigned to territories under the immediate supervision of the regional managers."

Campbell Wood continues as director of utility sales, with S. R. Kemp as utility representative at the Chicago office.

AUTOMOBILE SALES MANAGER NAMED DISTRIBUTOR

MIAMI, Fla.—M. S. Hammel, for the past 10 years with the Ungar Buick Co. of this city as sales manager, has resigned his position and taken over the Frigidaire distributorship in Jacksonville.

He is now general manager of the Jacksonville Refrigeration, Inc., Frigidaire distributor.

That New Feature You Need to Give Your Sales Arguments New Punch—New Life!

Easy-Out

ALL METAL TWIN ICE TRAY

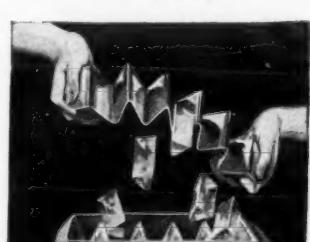
MAKES ICE BARS Not Cubes
OUT IN A JIFFY without holding under water
20% TO 50% FASTER FREEZING

FOR ALL POPULAR
REFRIGERATORS



COUNTER DISPLAY FREE!

With every order for ten or more Easy-Outs, this attractive counter display, in full color, will be sent free of charge. This display sells the Easy-Out through words and pictures and provides a sample tray that your customers may try.



OUT COMES ICE IN A JIFFY
Pressing on the end flaps loosens the grid from the tray. After the grid is lifted out, flexing the grid frees the ice bars. You need not turn out entire contents of tray every time you need ice.

The electric refrigeration business is suffering from lack of newness. Cold controls, dehydrators, silent motors and other features that aroused new buying interest a year ago are now old stories. There is little to distinguish one make from another, either in physical appearance or in features of better convenience.

The Easy-Out serves that purpose. It adds a new freshness to your sales arguments. It gives you something new to talk about, something new to sell. You can price your units with the Easy-Out.

REFRIGERATION
ACCESSORIES
DEPARTMENT OF
MCCORD
RADIATOR & MFG. CO.
DETROIT, MICH.

604 G. E. Units Sold In June by Dealer

LOUISVILLE, Ky.—The Electric Refrigeration Co. of Louisville, of which E. J. Nellor is president, sold 604 General Electric refrigerators in the month of June, an increase of 132 per cent over June, 1930. They have at present, 40 salesmen in the field.

Some recent contracts called for 16 refrigerators in the new Norton Infirmary; two in the governor's mansion at Frankfort; 300 water coolers to the Blue Rock Water Co.; a refrigerator and water cooler at the Big Clifty Inn in one of the Indiana state parks; and a number of milk coolers in Fayette county, Ky.

A demand for milk coolers was created in this county by the recent ordinance in the city of Lexington, requiring milk to be delivered at a temperature of 50 degrees or lower.

GAS APPLIANCE SERVICE CO. IS OPENED IN AKRON

AKRON, Ohio—A double-page newspaper advertisement, together with the announcement of a slogan contest, were among the features of the formal opening of the Gas Appliance Sales and Service Co., Akron's newest appliance headquarters.

Entry blanks for the \$325 slogan contest were also featured in the announcement to the public. First prize is a Smoothtop gas range, second prize \$100 credit on an Electrolux refrigerator, and third prize, a Humphrey Radiantfire.

The new company is owned and operated by a group of young men who have had long experience in gas appliance selling. L. M. Henry, for 10 years an employee of Goodyear, has been elected vice president and general manager. For the past six months Mr. Henry has traveled, studying gas service and sale of gas appliances. W. H. Gibson, formerly of Owensboro, Ky., has been named general sales manager.

MAJESTIC APPOINTS NEW CINCINNATI DISTRIBUTOR

CINCINNATI—(UTPS)—The Schuster Electric Co. will operate as wholesale distributor for the Majestic refrigerator in Cincinnati territory, it was announced recently by John E. Schuster, president.

Associated with him are his brother, W. C. Schuster, vice president, and his sister, Mrs. H. A. Ludeke, secretary of the company.

The franchise covers southern Ohio and parts of Indiana and Kentucky. A branch office will be established at Dayton, Ohio. A remodeled warehouse will be used for the products and a complete service department has been installed.

George H. Deacon, president of the Majestic Distributing Co., former distributor of the Majestic, will remain in Cincinnati as special representative in charge of sales of the Grigsby-Grunow Company.

DRY-FAST CO. DISTRIBUTES ORONOQUE OIL BURNERS

NEW YORK—Appointment of the Dry-Fast Co., Chicago, as distributor through northern Illinois, southern Wisconsin, and northern Indiana was announced recently by the Oronoque Oil Burner Corp.

The following New England dealers have been appointed by New England Sales Associates, Hartford, Conn.: Connecticut—Henry C. Smith, Bridgeport; The General Equipment & Service Co., New Haven; Callahan Bros., Norwalk; F. A. Shaffer Co., Bristol; Berkshire Oil Co., Canaan; Joseph Vercellini, Torrington; Irving E. Bogue Co., Norwich; O'Hara Equipment Co., New London; Carl M. Durr, Deep River; W. H. Lowe Co., Waterbury; The Hutton Bros. Co., Winsted; Louis Shede, Darien; Modern Utilities Meriden, Massachusetts; H. J. Cairns, Pittsfield; Great Barrington Lumber Co., Great Barrington, and Henry J. Cairns, North Adams.

LINES REJOINS COMPANY AFTER LONG ILLNESS

NEW HAVEN, Conn.—Harold A. Lines, who was forced to retire from the New Haven Electric Co. a year and a half ago due to illness, has celebrated his complete recovery by returning to the concern in the capacity of general manager.

Announcement of Mr. Lines' return was made by David Brigham, president of the company, which is distributor for Copeland refrigerators in Connecticut and western Massachusetts.

Mr. Lines was president of the concern for a long period and was instrumental in acquiring the property at 131 St. John St. in which the warehouse and offices are now housed. He has spent the past year in the South where he succeeded in regaining his health.

SPRINGFIELD DEALERS FORM CO-OP BUREAU

SPRINGFIELD, Ill.—(UTPS)—In order to promote cooperative advertising among refrigerator dealers, the Springfield Refrigeration bureau has been organized by Edward C. Fleischl, sales manager of the Illinois Power Co., and C. C. Hoogland, vice president of the Capitol City Paper Co., Servel distributor.

Springfield dealers in the bureau are: John Bressmer Co. (Westinghouse); A. Dirksen and Son (Copeland); Illinois Power Co. (Frigidaire); Capitol City Paper Co. (Servel); James and Co. (General Electric); Johnston-Hatcher (Norge); Morgan and Sons (Ice-O-Matic); A. W. Sikkink and Co. (Majestic); The Schlitt Hardware Co. (Kelvinator); Meador Electric Co. (Westinghouse); and Bruse and Co. (Majestic).

According to Mr. Hoogland, the bureau has been very helpful in developing a better feeling toward utilities on the part of the dealers, as the Illinois Power Co. is one of the sponsors, and the Central Illinois Public Service Co. has also promoted the project in every way possible throughout their territory.

The program for the bureau at the present time consists of full-page advertisements in both of the daily papers every other week.

Although the direct object of the bureau is cooperative in purpose, yet it also aims to stimulate the public desire for electric refrigerators and brings together in harmonious relation all the various interests in the industry.

"Splendid cooperation has been maintained," said Mr. Hoogland, "and dealers in this territory are fully convinced of the effectiveness of the campaign."

DAYTON DEALER STAGES REFRIGERATION CONTEST

DAYTON, Ohio—(UTPS)—Three questions pertaining to electric refrigeration formed the basis of a contest staged recently by F. P. Lutz Co., General Electric distributor. The questions were:

1. Why is electric refrigeration a necessity?
2. Why is electric refrigeration an economy?
3. What type of electric refrigeration do you prefer, and why?

Each contestant was given a copy of the recently-published book, "Calling a Spade a Spade as Applied to Electric Refrigeration," written by Earl F. McClintock.

Hundreds of replies were received, making the task of judging them difficult. After much deliberation, the three judges—a judge of the Common Pleas Court, the manager of the local better business bureau, and the director of a prominent Dayton office building awarded 200 prizes, including a G. E. refrigerator, two G. E. radios, a telechron clock, and numerous other G. E. appliances.

The first prize, a G. E. refrigerator, was awarded to Mrs. John Martin, 125 Glenbeck Ave. Mrs. Martin's reply contained a photograph of each of her three children and in a convincing manner she brought out the fact that these were her three reasons for needing electric refrigeration.

WATERBURY DEALERS FORM REFRIGERATION BUREAU

WATERBURY, Conn.—(UTPS)—Local electric refrigeration dealers have banded into an organization known as the Electric Refrigeration Bureau of Waterbury. At a recent meeting, Joseph E. Nieley of Modern Home Utilities Co., General Electric dealer, was elected chairman, and Charles J. Allen of Connecticut Light & Power Co., Frigidaire dealer, secretary.

Other dealers in the bureau are: Howland-Hughes Co. (Majestic); Hampson, Mintie & Abbott, (Kelvinator); Radio Shop (Majestic); Archie T. Jones, Inc. (Mayflower); Hotchkiss Buick Co. (Westinghouse); J. H. Vredenburg Sales Co. (Majestic); Sears, Roebuck & Co. (Coldspot); McCoy's (Majestic); Central Stores (Majestic); Clapp, Rose & Vaughn, Foster and Scott, Southern New England Electrical Co., Leopold Furniture Co., and Sprague Electrical Supply Co.

SERVEL DISTRIBUTOR SELLS 100 UNITS IN 10 DAYS

SPRINGFIELD, Ill.—(UTPS)—C. C. Hoogland, vice president of the Capitol City Paper Co., Servel distributor, says that the company has been receiving and selling 75 to 100 electric refrigerators every 10 days.

355 REFRIGERATION UNITS SOLD IN CAMPAIGN

SCRANTON, Pa.—Three hundred and fifty-five refrigerator sales were made in the spring sales campaign of the Scranton Electric Co. The company sold 132 per cent of its quota.



What of Your Refrigerator— when the 49th state has become our chief summer resort?

When the great outdoor playgrounds of New York, Michigan and Wyoming are no longer primeval . . . when new and infinitely speedier modes of transportation bring remote frontiers to hand . . . when the political geography of today is merely history, what about your refrigerator whose efficiency was emblazoned on millions of magazine pages in 1931?

Were all those printed and oral claims justified? Have they held good through ensuing years of hard service? Will you then be as proud of the plate that bears your name as you now are?

Most important of all hidden parts, the insulation must function just as well for the life of the refrigerator as on the day of its resplendent delivery. Refrigerator manufacturers of prudence and foresight are using Dry-Zero Pliable Slab insulation NOW as well as other thoroughly dependable parts to insure efficient performance in the long years ahead.

Years of service have verified tests of impartial authorities who admit Dry-Zero to be the most efficient commercial insulant known. Dry-Zero will never settle, crack or disintegrate in use. It has a unique aversion to moisture. It can never develop or absorb odors.

Changes in every field of activity may take place about us, but the efficiency of Dry-Zero insulation goes on year after year to cement the preferences of your customers and gain new sales among friends.

DRY-ZERO CORPORATION
Merchandise Mart - Chicago, Illinois
Canadian Office - 465 Parliament Street, Toronto

DRY-ZERO
THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN

NORGE SALES HIGH IN BALTIMORE AREA

BALTIMORE, Md.—Brisk sales in this territory are reported by L. L. Andrews, president of Columbia Wholesalers, Inc., 32 South Paca St., Norge distributor.

"The greatest difficulty," Mr. Andrews stated, "up to the present, has been in securing enough merchandise to take care adequately of customers' needs. This situation is now somewhat relieved due to the fact that last week we received a shipment of 10 carloads of Norge models."

An extensive and aggressive sales campaign has been inaugurated on the Norge in which the distributor is receiving 100 per cent cooperation of dealers. Effective window displays of the Norge are being featured by the dealers.

Among the outstanding window displays are those at Hecht Bros., Howard and Franklin Sts.; Gusdorff & Joseph, Howard and Mulberry Sts.; Vernon Tresscott, Stanley Theater Bldg.; Besche Bros., 1040 Light St.; Levenson and Klein, Fayette and Washington Sts.; Gassinger Bros., Inc., 1766 N. Gay St.; George Behm Co., 3128 Greenmount Ave.; Schaub's and several others.

WESTINGHOUSE MACHINES PLACED IN TWO BUILDINGS

CHICAGO—In addition to making several deliveries to small apartment houses and private homes, agents of Frank H. Johnson-Son-Crown, Inc., during the first week of June installed 72 Westinghouse refrigerators in the Shoreham Hotel, and 84 in an apartment at Sixty-eighth St. and Yates Ave.

Ten refrigerators, model WL 180, were placed in a building at 3300 Sheridan road.

ICE-O-MATIC DISTRIBUTOR FOR OHIO DISTRICT NAMED

CINCINNATI—(UTPS)—Ray P. Harten, president of the Harten-Knodel Distributing Co., has been appointed wholesale distributor for the Williams Ice-O-Matic electric refrigerator in Greater Cincinnati.

8,000 HOUSEWIVES ARE CONTACTED IN SURVEY

BUFFALO—To stimulate interest in electric refrigeration and to build up a prospect list, the Frank Meyer Co., Majestic radio and refrigerator dealer, in cooperation with Majestic Wholesalers, Inc., recently sponsored a city-wide survey, during which four salesmen contacted 8,000 housewives.

The salesmen asked each housewife if she had either a Majestic radio or refrigerator and left with her a coupon on which she wrote her name and address. The salesman took a numbered stub with him which was deposited in a ballot box.

At the close of the survey a drawing of coupons took place at Meyer's store

CINCINNATI NORGE FORCE LEARNS OF SALES CONTEST

CINCINNATI, Ohio—Details of the Norge Marathon Rollator contest were explained to Greater Cincinnati district salesmen in a meeting in the Hotel Alms. The meeting was under the direction of Sutcliffe Co., distributor.

Dealers in the area are: Chubb and Steinberg, Dow's Drug Store, Duvel Hardware Co., Kuhl and Kreig Radio Sales Co., William Linder, Lehr's Refrigeration and Radio Shop, Huber Electric Co., Pandorf Music and Radio Co., Frank's Music and Radio, Fogarty Electric Co., Rollman's Store, R. and R. Service Shop, Steigler Radio Shop, Sprague Brothers, The Jake Tennebaum Co., Heyker and Stille, Norwood; Kestler's Radio Service, Hartwell; Koehler Hardware Co., Reading; Kohstall Hardware Co., Elmwood Place; Johnson Radio Shop, Covington, Ky.; Charles Zimmer Hardware Co., Covington, Ky., and Breering Brothers, Newport, Ky.

GAS CO. CONDUCTING 'DOUBLE DUTY DOLLAR' CAMPAIGN

ST. LOUIS—A "Double Duty Dollar" sale on Electrolux refrigerators was staged by the LaClede Gas Light Co. during the month of June.

Details of the plan which was arranged by R. J. Vandagriff, merchandise manager, and G. W. Steele, manager domestic sales, feature the doubling of down payments by the customer.

A \$20 down payment entitles the owner to an additional credit of equal value.

Electrolux refrigerator sales of the company for the 12 months ending May 30 are reported to be 500 per cent ahead of the same period a year ago. G. W. Steele is manager of the refrigeration department.

CLEVELAND STORE SHOWS SIX MAKES

CLEVELAND—Halle Bros. Co., department store, recently concluded a two weeks' showing of Apex, General Electric, Frigidaire, Kelvinator, Majestic and Westinghouse electric refrigerators. The advantages and features of electric refrigerators were explained by experts and a home economist gave informal talks on the economics of electrical refrigeration.

DISTRIBUTOR FOR MOHAWK

SEATTLE, Wash.—The Coast Radio Co. is now distributor for Mohawk electric refrigerators, in this city and western Washington, according to H. Curtis Abbott, western sales manager for the All-American Mohawk Corp.

Balloting for Majestic



Miss Leah Arbor casts the first ballot in Frank Meyer Co. survey.

DEALER SETS RECORD IN APARTMENT SALES

JERSEY CITY, N. J.—Arthur G. Teweles of Jersey City, distributor for Starr and Zonezone refrigerators, already this year has installed more multiple apartment house installations in north Jersey than in the year of 1930. More than 30 apartments have been equipped since Jan. 1.

Among those recently installed were Meltzer Brothers, 50-family apartment in Jersey City; Haubenstein Holding Co., 22-family in Palisade Park; Margulies and Gerstenfeld, two apartments, 72 families, in Jersey City; B. Grossman, 32-family apartment in Jersey City; Daniel Waldstein, 24-family apartment in Jersey City; Willow Land Co., 12-family, Hoboken; Park Ave. Construction Co., 20-family apartment, North Bergen; Ben Soled, 24-family apartment, Jersey City; A. Becker, 28-family apartment, Jersey City; William Cade, 20-family apartment, West New York; H. Brustein, 22-family in Union City, and Benjamin Scherb, 16-family, in North Bergen.

Assisting Mr. Teweles in sales, are: Harry Roher, in charge of Stoker division; Harold Login, formerly with Copeland, and John J. Hayes, formerly with Kelvinator.

VICTOR SELLS OIL BURNER DIVISION TO TORVIC CORP.

HAGERSTOWN, Md.—Assets and good-will of the oil burner division of the Victor Products Corp. have been purchased by the Torvic Oil Burner Corp. Manufacture has been started on the Torvic oil burner.

J. S. Hayden, former eastern seaboard sales manager of the Victor Products Corp., is president of the new firm. J. K. Noel is vice president, C. L. Goodwin is secretary-treasurer, and R. J. Funkhouser, chairman of the board.

'Help Salesmen Make Money, They'll Bring Profits To Dealer,' Caswell and Stull Motto

By Elston D. Herron

DETROIT—"Help your men make money, and they'll make money for you—and like it."

This is the creed which the firm of Caswell and Stull, Detroit, General Electric refrigerator distributor for the State of Michigan, follows in guiding its sales forces in their work throughout the year.

"The only way for a company to prosper," says C. H. Stull, vice-president and general manager of the company, "is to sell its product. And no man on earth will put his whole heart into selling unless it offers a good livelihood, is a pleasant occupation, and has convinced the salesman of its own merit.

"So we do all in our power to make our business pay each salesman well, we strive to put spice into his work, and educate him to the worth of our product," he says.

"We haven't reached perfection in this task yet—not by a long way, but we're working toward the solution of our problem every day."

Hold Sales Contests

Officials of the firm give liberal terms to their salesmen, check to see that each man makes 35 canvass calls each morning with a reasonable number of follow-ups later, and try to uphold the morale and the pep of their employees by a succession of presentations of educational material and sales contests.

In none of its 200 distributing points throughout Michigan does the company try to employ, or advise employment of, large sales forces. Rather, it prefers to use a small force and give it good commissions and personal attention each day. Messrs. Caswell and Stull decided upon the number of men for each branch by dividing the branch quota by 50—the average number of refrigerators one man sells in a year. This number of men it takes, and strives to keep.

Each dealer has exclusive territory when he has previously given satisfaction. His salesmen, however, may sell in the territory of another salesman's territory within the same dealership unless the prospect has already been "spotted" before the boundary-leaper makes the sale.

The standard commission paid all salesmen under control of the state distributor is 10 per cent. The Detroit firm relays sales material from Cleveland headquarters on to the employees, but aids to this a considerable amount of its own.

It requires morning meetings of employers and salesmen in each of its display points throughout the state, to facilitate checkups and creation of added incentive for work during the day.

In addition to the regular commission, the distributor authorizes various bonuses for all salesmen exceeding a specific number of sales for the year.

Men placing 60 to 67 refrigerators in a year receive \$2 for each sale. Each man who sells from 68 to 70 units per

compact...

Mayflower Water Coolers now offer temperature regulation

Greater sales and profits await the electric refrigeration distributor or dealer who adds these new Mayflower water coolers to his line.

Temperature Regulation

Compact in size, good to look at, self-contained, they are equipped with a temperature-regulator, a feature that offers the exact drinking water temperature to suit each individual preference.

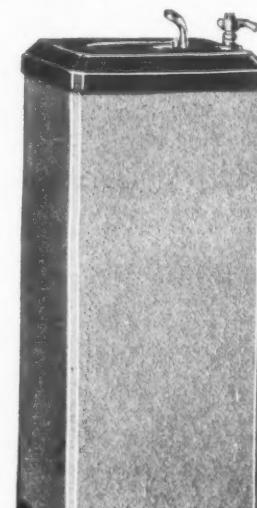
Low Priced

The water cooler season is here, in full swing, and Mayflower offers you a line of low priced, sturdy, quiet, efficient water coolers with which to fill out your electric refrigeration line. Write for full information. Now is the time to cash-in on these three new Mayflower water coolers.

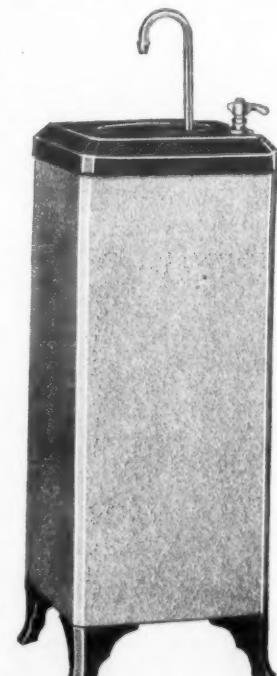
TRUPAR MANUFACTURING CO., DAYTON, OHIO



No. 762—The Portable Bottled-Water Model is 60 inches high, 15 1/2 inches wide, 15 1/2 inches deep.



No. 761—The Bubbler Type Cooler is 45 inches high, 15 1/2 inches wide and 15 1/2 inches deep.



No. 763—The Glass Filler Model is 54 inches high, 15 1/2 inches wide and 15 1/2 inches deep.

MAYFLOWER
ELECTRIC
WATER COOLERS

22

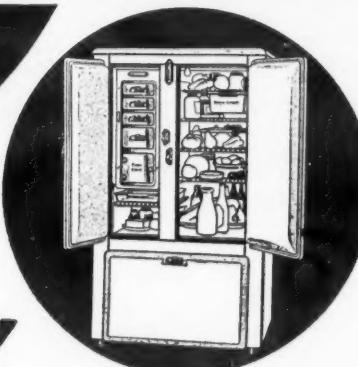
THE DAILY SOUTHERN INDEPENDENT JULY 14, 1931

FIRST PRIZE \$5,000.00 THE KELVINATOR

36 OTHER VALUABLE PRIZES

COMPARISON CONTEST

EVERYBODY ELIGIBLE ANYONE CAN WIN



**HERE ARE THE
PRIZES
YOU CAN WIN!**

(Cash).	\$5,000.00
2nd PRIZE	1,250.00
(Cash)	
3rd PRIZE	678.00
D-14 DeLuxe Kelvinator	678.00
4th PRIZE	678.00
D-14 DeLuxe Kelvinator	678.00
5th PRIZE	678.00
D-14 DeLuxe Kelvinator	678.00
6th PRIZE	678.00
D-14 DeLuxe Kelvinator	678.00
7th PRIZE	678.00
D-14 DeLuxe Kelvinator	678.00
8th PRIZE	478.00
D-8 Deluxe Kelvinator	478.00
9th PRIZE	478.00
D-8 Deluxe Kelvinator	478.00
10th PRIZE	478.00
D-8 Deluxe Kelvinator	478.00
11th PRIZE	478.00
D-8 Deluxe Kelvinator	478.00
12th PRIZE	478.00
S-7 Standard Kelvinator	478.00
13th PRIZE	398.00
S-9 Standard Kelvinator	398.00
14th PRIZE	398.00
S-9 Standard Kelvinator	398.00
15th PRIZE	398.00
S-9 Standard Kelvinator	398.00
16th PRIZE	398.00
S-9 Standard Kelvinator	398.00
17th PRIZE	398.00
S-9 Standard Kelvinator	398.00
21st PRIZE	398.00
S-7 Standard Kelvinator	398.00
22nd PRIZE	345.00
S-7 Standard Kelvinator	345.00
23rd PRIZE	345.00
S-7 Standard Kelvinator	345.00
24th PRIZE	345.00
S-7 Standard Kelvinator	345.00
25th PRIZE	345.00
S-7 Standard Kelvinator	345.00
26th PRIZE	345.00
S-7 Standard Kelvinator	345.00
27th PRIZE	345.00
S-7 Standard Kelvinator	345.00
28th PRIZE	345.00
S-7 Standard Kelvinator	345.00
29th PRIZE	345.00
S-7 Standard Kelvinator	345.00
30th PRIZE	345.00
S-7 Standard Kelvinator	345.00
31st PRIZE	345.00
S-7 Standard Kelvinator	345.00
32nd PRIZE	345.00
S-7 Standard Kelvinator	345.00
33rd PRIZE	345.00
S-7 Standard Kelvinator	345.00
34th PRIZE	345.00
S-7 Standard Kelvinator	345.00
35th PRIZE	345.00
S-7 Standard Kelvinator	345.00
36th PRIZE	345.00
S-7 Standard Kelvinator	345.00
37th PRIZE	345.00
S-7 Standard Kelvinator	345.00

for the winners.

**More than
\$20,000.00**

More than \$20,000.00 worth of prizes! Think of it... Julius Kelpin's \$

More than \$20,000.00 worth of prizes! Think of it! \$5,000.00 in cash for First Prize! \$1,250.00 in cash for Second Prize! And 35 brand new Kelvinator Electric Refrigerators, worth from \$678.00 to \$345.00 each, for the next 35 winners. Never before has such a Contest been offered in Electric Refrigeration History.

Judges, Kelvinator Corporation, Detroit, Michigan. The long list of valuable Prizes, shown on the right, will be awarded for the best 37 letters submitted. Contest ends midnight, August 31st, 1931. In the event of a tie, duplicate prizes will be awarded both contestants.

All you have to do is this. Go to any of the Kelvinator Representatives listed below. Ask for a copy of the Standard Rating Scale Score Card. Take the Rating Scale and check any De Luxe or Standard Kelvinator against it. Then write a letter, not more than two hundred words, on the subject — "What I have learned about Kelvinator". No literary skill is necessary. Simply state the facts—in your own language. Send the letter and the Score Card direct to Contest

KELVINATOR CORPORATION, DETROIT, MICHIGAN

In this space are listed the names and addresses of all Kelvinator Dealers in the territory covered by the newspaper.

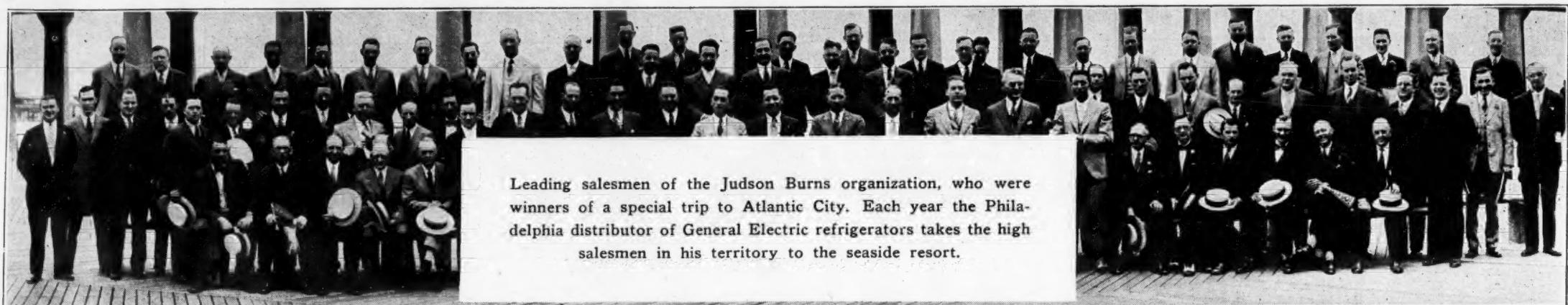
Kelvinator

THE full page newspaper advertisement reproduced above is the opening gun in the Quarter of a Million Dollar Kelvinator Summer Sales Campaign.

With this great campaign in progress, Kelvinator sales-rooms are going to be crowded during July and August—and Kelvinator dealers and salesmen are going to MAKE MONEY—and continue to BREAK SALES RECORDS!

Kelvinator Corporation, 14245 Plymouth Rd., Detroit, Mich.
Kelvinator of Canada, Limited, London, Ontario

Leading Salesmen of Judson C. Burns Organization



Leading salesmen of the Judson Burns organization, who were winners of a special trip to Atlantic City. Each year the Philadelphia distributor of General Electric refrigerators takes the high salesmen in his territory to the seaside resort.

FIVE NORGE DISTRIBUTORS ARE ANNOUNCED BY KNAPP

Detroit — Five distributors have been appointed by the Norge Corp., John H. Knapp, vice-president and director of sales, announced.

Republic Radio Corp., distributor of Zenith radios, will take over the entire Michigan territory. The company has offices in Detroit and a branch office at Grand Rapids.

Southern Equipment Co., former Kelvinator distributor, will distribute the refrigerator in the southwestern Texas territory with headquarters at San Antonio. The southeastern Texas district will be handled by the Automatic Sales Co., Houston.

Gibson Co., Indianapolis, has been named the refrigerator distributor in Indiana, while the Oklahoma territory will be handled by the Oklahoma City Hardware Co., Oklahoma City.

Dealer Gives Unit To Charity

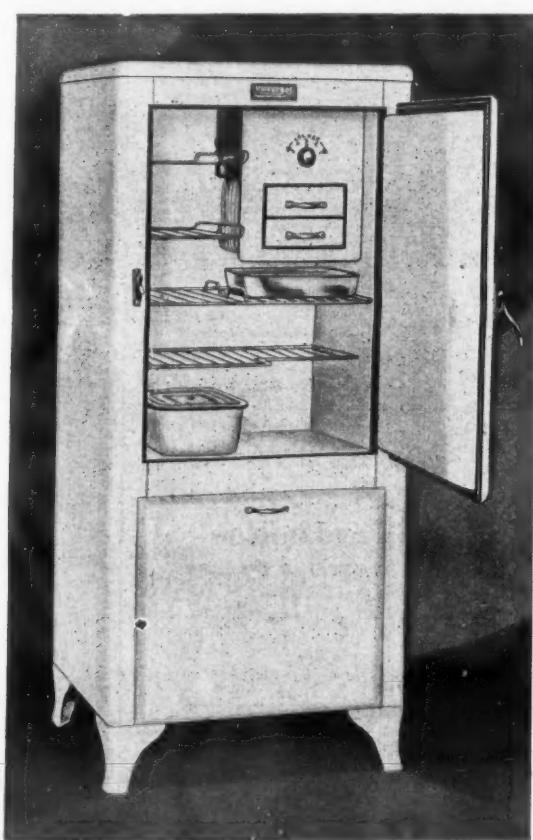
OMAHA, Nebr. — Bert Lebron, King Kold electric refrigerator dealer in this territory, recently donated a machine to charity to be auctioned off and the proceeds used to buy milk for the suffering children.

On July 3, the machine was sold for \$156 to Mrs. G. L. Savage and the proceeds were used to purchase 1,560 quarts of milk for the poor children.

After the sale, the unsuccessful bidders contributed \$167 to the milk fund.

MCKAY NAMED DEALER

JACKSON, Miss.—The McKay Plumbing Co., has been appointed Servel dealer here.



Universal Cabinet No. LP-5. A 5 cu. ft. self-contained model

Universal Coolers . . . have everything in their favor . . .

THERE are a number of very good reasons for the constantly increasing popularity of the Universal Line of self-contained Cabinets. They are equipped with the ever-dependable and economical Universal Compressors — possess every desirable feature, including the Refresh-O-Pan, cold regulator, porcelain interior, massive chromium plated hardware, one rubber tray and 5-in. legs—and retail at prices that are "order-getters" in themselves.

Complete information upon request.

Universal Cooler Corporation

Detroit, Mich.

Windsor, Ontario, Canada

SEVENTY-EIGHT SALESMEN HONORED BY DISTRIBUTOR

PHILADELPHIA, Pa.—Star salesmen from sixteen towns and cities in the territory covered by Judson C. Burns, General Electric refrigerator distributor, were recently presented with a free trip to Atlantic City by the Philadelphia organization.

Seventy-eight salesmen from Philadelphia, Camden, Trenton, Chester, Oxford, Mt. Holly, Bordentown, Phoenixville, Princeton, Doylestown, Wayne, Norristown, Pottstown, Burlington, West Chester and Bristol were the guests of Judson C. Burns on this occasion.

The star salesmen who made the trip were:

P. N. Logan; George Kahn; Joseph O'Neill; Joseph Willi, Jr.; Joseph L. Tyas; M. Segal; R. R. Spring; William Sands; Samuel Frank; J. D. McCaffery; S. Chinery; Mr. Daley; S. Dennis Schaefer; Elmer Whittaker; L. Bell; D. R. Clarke; R. Deakin; F. E. Hatch; A. A. Toohey; Frank E. Kimble; Mr. Mitchell; O. Shugard; George W. Tucker; William B. Widmann, Jr.; T. Burneson; Mr. Gaumer; John McMenamin; William C. Miller.

William Schneider; Joseph E. Deitrick; Mr. Milligan; C. O. Fransen; A. V. Hammil; W. Harding; R. Hodges; C. C. Hutton; W. Jackson; C. Lehman; E. J. Mager; S. W. Neyhard; H. O. Purdy, Jr.; H. S. Roberts; J. Shinnick; H. N. Stalker; George West; John Dawson; T. A. Farrell; Arthur A. Perry; Lee Schwarz; George Ader; Joe Bader; J. McConnell; Norman Middleton; A. D. Anderson; J. Morgan Jacobs; Bruce Woodworth; Charles Madden.

George H. Zimmerman; Garrett S. Hunter; W. S. Jarrett; Harold L. Eldridge; Paul E. Mills; Charles R. Starn; Frank O. Andrews; Edward E. Reed; Russell Gulick; R. T. McCormick; Andrew Shott; H. B. Worrell; W. S. Whitacre, Jr.; E. T. Hudson; John L. Klug; Herbert White; A. C. Gross, Jr.; Wallace H. Secord; Victor Raviola; Lester Mackey; Earl McGrath.

MYERS CO. DISTRIBUTOR FOR FRIGIDAIRE IN CANTON

CANTON, Ohio—(UTPS)—Worth C. Myers Co., has taken over the Canton territory for Frigidaire sales. During the first three days of July, Myers sold Frigidaires to 10 Canton residents and equipped the new Clous apartments with 5 household cabinets. In addition, he installed a walk-in cooler and display case in Casey's meat market at Mineral City, Ohio.

Mr. Myers, who has been out of the refrigeration field for three years, was formerly in charge of Frigidaire sales in Canton from 1925 to 1928.

SEATTLE RETAILER USES DISPLAY IDEA

SEATTLE, Wash.—L. B. Wilhelm, manager of the refrigerator department of Schoenfeld's Standard Furniture Co., has arranged for a central exhibit of a Kelvinator model in the dance pavilion of Playland, Seattle's amusement park. The new model is inspected on the dance floor and many persons are reached by the angle of approach through amusement.

STARR FREEZE DISTRIBUTED BY PIANO STORES

CLEVELAND—The Starr Freeze electric refrigerator is being distributed in this area through two Starr Piano Co. stores. The stores are making offers on old refrigerators and monthly time payments.

Two newly appointed dealers for the refrigerators are Gates Electric Co. and Modern Household Supply Co.

RALEIGH APARTMENT HOUSE GETS 30 ELECTROLUXES

RALEIGH, N. C.—The Capital apartments, one of this city's largest and best-known residential buildings, recently installed 30 Electrolux Gas refrigerators and gas ranges purchased through the Raleigh Gas Co.

Manufacturer Aids Fire Victims

OMAHA, Nebr. — A misfortune which overtook Harry Lapidus, president of Omaha Fixture and Supply Co., failed to stop him from doing a good turn.

Mr. Lapidus was recently arrested in connection with an automobile accident, but when the town of Spencer, Iowa, was wiped out by fire, he offered to lend the town any fixtures needed to protect the health of the citizens, including ice boxes and refrigerator cases for meats and other products requiring cold for preservation.

PLYMOUTH ELECTRIC CO. MOVES; ADDS NEW DEALERS

NEW HAVEN, Conn.—(UTPS)—The Plymouth Electric Co., Ice-O-Matic distributor for Connecticut, Rhode Island and part of Massachusetts, has moved into larger quarters at 401 Chapel St.

Louis Yudkin, in charge of sales, states that the following dealers have been appointed recently:

G. N. Tolman, New Haven; Nash, Raymond & Dean Co., South Norwalk; Luigi Pozzuoli, West Haven; New Hartford Garage, New Hartford; Johnson Radio Electric Co., Waterbury; Lewis C. Schede, Darien; Despatthy's Furniture, Inc., Moosup, and Radio Sales Corp., Springfield, Mass.

MORRISSEY OIL BURNER NAMES SALES HEADS

CHICAGO—Rex Smith has been appointed general manager of the Morrissey Oil Burner Corp., and will introduce new merchandising methods.

Andrew C. Anderson, former chief engineer and sales executive for the Automatic Coal Co., Sioux City, Ia., will be in charge of sales in the New England territory, with headquarters at Springfield, Mass.

A. D. McNeilly, formerly with American Radiator Co., will direct sales, and E. F. Biddle is the new production manager.

TWO SALESMEN EXCEED CAMPAIGN QUOTAS

BISHOPVILLE, S. C.—Two salesmen for the Carolina Power & Light, utility outlet for H. & G. Refrigeration Co., G. E. distributors, far exceeded their quotas in a recent campaign. Alan Little, budgeted at 16 electric refrigerators, closed the sale of 35 and George Miller, Kingstree, who sold 58 G. E. refrigerators.

G. L. HARRIS NAMED HEAD OF WESTINGHOUSE OFFICES

EAST PITTSBURGH, Pa.—G. L. Harris has been appointed manager of office systems of the Westinghouse Electric and Mfg. Co., it is announced by President F. A. Merrick.

Refrigerators That Walk



A parade of walking refrigerators was staged recently by the Bramer Specialty Co., Gloversville, N. Y., General Electric dealer.

OKLAHOMA DISTRIBUTORS MAKE SPECIAL SHOWING

OKLAHOMA CITY—The first annual electric refrigeration show was held here during the week July 6 to July 11 with 13 distributors and utility companies taking part.

The exhibition was open from 9 o'clock in the morning until 10 o'clock at night. Miss Harriett Brigham, home economist, and John Brooks, electric refrigeration engineer, were speakers on the program.

The show was sponsored by the *Oklahoman* and *Times*, daily newspapers, in the Standard Market.

Distributors who took part in the show were:

General Electric, Ahrens Refrigerator Co.; Servel, Spurriers, Inc.; Kelvinator, Tom Cooper Motor Co.; Frigidaire, W. C. Dance; Majestic, Harrison Smith Distributing Co.; Norge, Oklahoma City Hardware Co.; Westinghouse Electric Supply Co.; Leonard, Harbour-Longmire Co.; Ice-O-Matic, Jenkins Music Co.; Mayflower, Richards & Conover Hardware Co.; Gurney, Excelsior Stove & Manufacturing Co.; Coldspot, Sears, Roebuck & Co.

MEXICAN G. E. MARKETS 250 MACHINES IN MAY

MEXICO CITY, Mex.—A new electric refrigeration sales record for Mexico was established by Mexican General Electric Co., when it sold 250 machines during May in the course of Electric Bond and Share Co. spring sales campaign. All of the refrigerators were for domestic use.

The campaign was directed by John T. Herring and F. W. Poyntz, commercial managers of Mexican General Electric. With a daily average of about nine refrigerators, this is held to be a monthly sales record in the Mexican refrigerator field.

Company officials say that Mexico has become more "electric refrigerator conscious" and that sales are easier to make this year than they were last, despite the economic depression which is especially acute in this Republic.

The company is one of the few organizations in Mexico that quote prices in gold pesos. While most people in this country are loathe to pay for things in gold, which is now at a premium of 30 per cent over the silver peso, and practically all merchants are accepting silver coin, even for fairly large amounts, people are glad to part with the yellow money for apparatus to keep things cool and to make life more pleasant and easier.

NEW COMPANY TO REPRESENT O'KEEFE & MERRITT LINE

SAN FRANCISCO—(UTPS)—Allied Electrical Industries, Ltd., formed recently by C. J. Carey of Berkeley, and Charles M. Biscoe and N. Land of San Francisco, has opened offices at 1906 Van Ness Ave. The company will distribute O'Keefe & Merritt electric refrigerators throughout northern California.



To the FRIGIDAIRE S

**STATE OF OHIO
OFFICE OF THE GOVERNOR
COLUMBUS**

July 8th, 1931

Mr. E. G. Biechler,
President and General Manager,
Frigidaire Corporation,
Dayton, Ohio.

My dear Mr. Biechler:

Permit me as Chief Executive of the State of Ohio to extend to you and your entire organization heartiest congratulations upon the 15th anniversary of Frigidaire Corporation. From a small organization fifteen years ago, you have grown to one of Ohio's foremost industrial concerns, and have gained a place in public esteem which any company might envy.

Ohio is proud to number Frigidaire Corporation among its leading industrial concerns. May I extend my heartiest wishes for a continuance of your growth and progress.

Sincerely yours,

George White

GW/MRN

OKLAHOMA GAS AND ELECTRIC COMPANY

OKLAHOMA CITY, OKLA.

June 23, 1931

Mr. E. G. Biechler, President
Frigidaire Corporation
Dayton, Ohio

Dear Mr. Biechler:

Please add our hearty and sincere congratulations to those of your many friends upon the Fifteenth Anniversary of Frigidaire. The enviable position you occupy in the esteem of the public and the outstanding success you have attained are just rewards for a fine product, excellent service, and an organization of highest ideals.

To have played such a leading part in the development of electrical refrigeration, bringing a great convenience to the home, must give you a feeling of deepest gratification. This should be exceeded only by the satisfaction you must experience in the realization that you have made such a distinct contribution to the standard of living enjoyed by the American home.

With such a brilliant record of achievements for fifteen years, you are justly entitled to continued success and progress, which I am positive will be yours.

Very truly yours,

J. F. Owens
President

JFOwens-0

**THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO**

June 1931

Mr. E. G. Biechler
President
Frigidaire Corporation
Dayton, Ohio

My dear Mr. Biechler:

Please accept our hearty congratulations on the achievements of your good company credited to its record on its fifteenth anniversary.

You have accomplished an amazing task in your chosen field of endeavor. The Electric Refrigerator stands as one of the most useful and satisfactory things in every household. I am sure that the equipment is no more demanded or used than ever. Wishing you a continuing success which your efforts and courage deserve richly.

Chairman

**JOHNS-MANVILLE CORPORATION
292 MADISON AVENUE, NEW YORK CITY**

June 15, 1931

Lewis H. Brown
President

Mr. E. G. Biechler, President,
Frigidaire Corporation,
Dayton, Ohio.

Dear Mr. Biechler:

Congratulations upon the Fifteenth Anniversary of Frigidaire, which I understand is to be observed during July and August! The remarkable achievements to be observed in pioneering and developing domestic refrigerator equipment has made it possible for every home owner to enjoy the household necessity what was once a luxury.

Having pioneered in the field of refrigeration for more than fifty years, Johns-Manville is in a position to understand and appreciate, not only the record of Frigidaire, but also the trials and tribulations that are the lot of every manufacturer. We are proud to have had a part in establishing a dependably insulated product for what we believe to be an outstanding quality product.

We are proud to have had a part in establishing a dependably insulated product for what we believe to be an outstanding quality product.

President

THE NATIONAL CASH REGISTER COMPANY

DAYTON, OHIO June 10, 1931.

Mr. E. G. Biechler,
President, Frigidaire Corporation,
Dayton, Ohio.

My dear Mr. Biechler:

On the occasion of the fifteenth anniversary of Frigidaire, I offer you my congratulations and good wishes.

You have made a distinct contribution to the industrial character of Dayton, and to the science of electric refrigeration in a notable way to modernize home life.

Such pioneering achievements as you represent take their place along with others that have made this nation industrially conspicuous throughout the world.

Yours sincerely,

F. B. Patterson
President

Bethlehem Steel Corporation

25 BROADWAY-CUNARD BUILDING
New York, June 26, 1931.

G. Grace,
President.

My dear Mr. Biechler:

It is a pleasure to congratulate you upon Frigidaire's fifteen years of achievement in the refrigeration industry.

The progress of your company is an example of American enterprise. Our national prosperity has been materially aided over the past quarter century by the development of new products, contributing toward a higher standard of living.

In the difficult task of manufacturing and selling a new product you have done a job which is looked upon with admiration by the business world.

Cordially yours,

E. G. Grace
President.

Mr. E. G. Biechler, President and General Manager,
Frigidaire Corporation,
Dayton, Ohio.

**FRIGIDAIRE CORP.
DAYTON, OHIO**

Form 17770 Frigidaire Printed in U.S.A.
Class of Service _____
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a symbol in the check
or in the address.
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RECEIVED
E. G. BIECHLER
CONGRATULATIONS ON
ACHIEVEMENT IN REFRIGERATION
TO THE HEALTH AND WEALTH OF OUR
PROGRESS AT THIS YOUR BEST WISH
SINCERELY FOR THE YEARS TO COME
J. F. OWENS
ESTABLISHED 1913

Selling Organization



These are a few of the letters of congratulation that have been received in recognition of Frigidaire's 15th Anniversary. They are an indication of the high esteem of the outside world for the industry with which you are associated.

We want you to see them because without the confidence and courage displayed by the Frigidaire Selling Organization throughout these 15 years such public expressions as are reproduced here would not have been possible.

Frigidaire is justly proud of that "pioneering spirit" you possessed in the early days introducing a product that was mysterious, unknown and high priced. Today! What a contrast. Keeping step with the needs of the public through these years you are now selling Advanced Refrigeration that is distinguished by outstanding im-

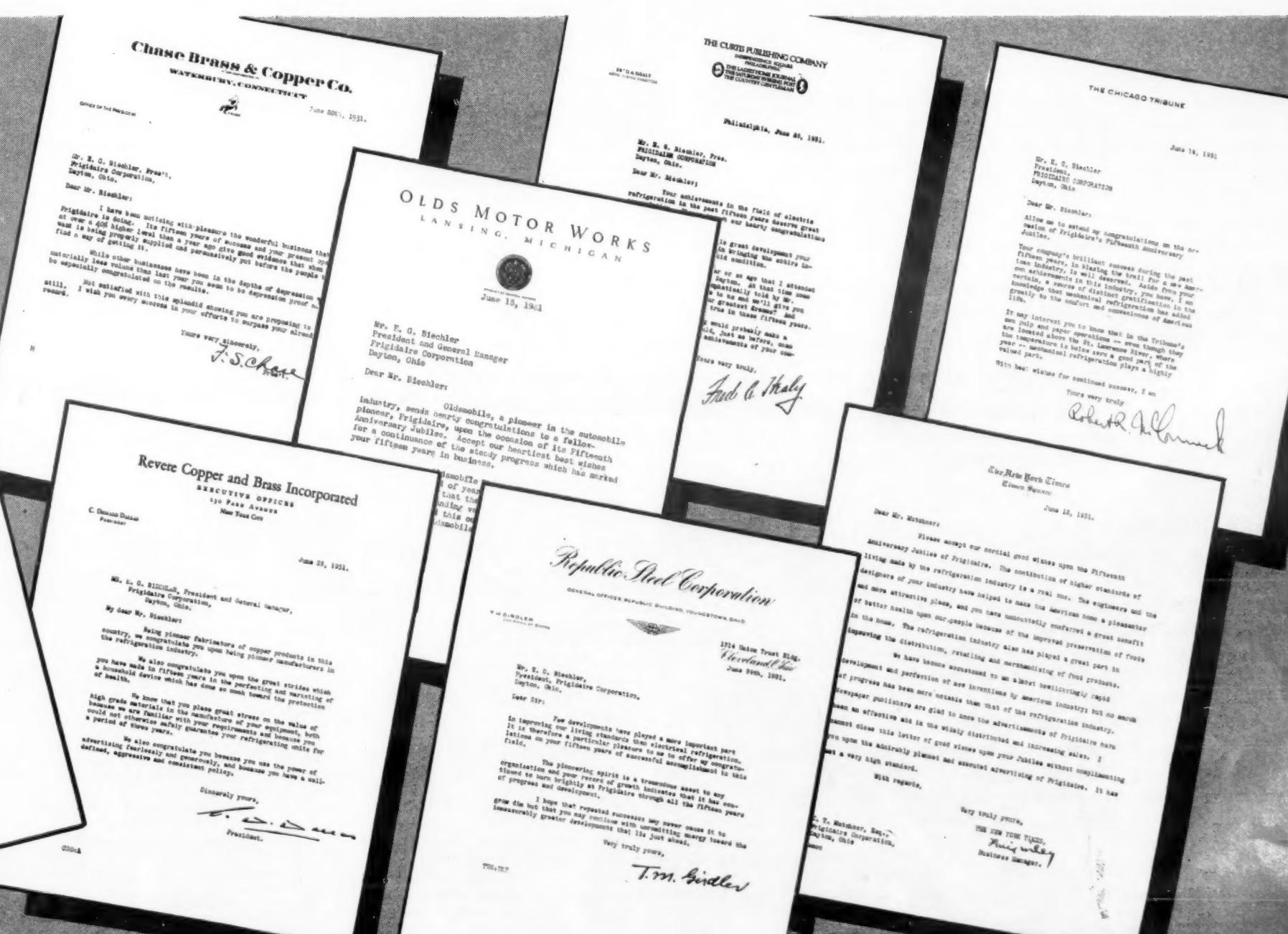
provements and refinements and priced within the reach of almost every family. Today you are making new high records in Frigidaire sales.

Frigidaire recognizes that its success has been—in a large measure—due to the courage, the perseverance and the ability of its Sales Organization.

And by this we do not mean merely the directing executives, but every individual salesman, every dealer, every distributor—and those public utility companies which have contributed so much to the success of Frigidaire selling plans.

Looking into the future we expect more than ever to merit the fullest confidence of you, the Frigidaire Selling Organization, realizing as we do that our success is measured by your success.

FRIGIDAIRE CORPORATION Subsidiary of General Motors Corporation . . . Dayton, Ohio



MERCHANDISING SECTION ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Two Weeks by

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Getting Attention

SIGNIFICANT indeed was the immediate reaction to President Hoover's proposal for a debt moratorium. Stocks took a short swing upward. Buyers' enthusiasm seemed to return sharply, if shortly. All sorts of things happened to indicate that a public, which has been piling up deposits in savings banks, is simply awaiting a psychological master-stroke—or a series of confidence-begetting events—to resume normal buying activities.

Successive waves of public confidence will likely follow the announcements of "forward march" activities or proposals which are almost certain to be forthcoming from various industrial leaders.

At a time like this everybody is sitting back, waiting for someone else to make a move. And the individual or company that can devise a new publicity stunt or that can "make a move" which will indicate its own faith in its product and in the nation is sure to get attention and to cash in on the results. The times have never been more ripe for flying a flag, hiring a hall, and parading behind a brass band.

An Alert Industry

Electric refrigeration sales organizations seem to have caught this idea as well as or better than any other comparable business group. The entire industry is geared up for a mighty selling campaign during the late summer and fall months.

In the last issue of the NEWS, we commented editorially upon the number of summer sales campaigns which had just been inaugurated. Frigidaire's fifteenth anniversary jubilee campaign, with its military trappings and spirit, was announced in that issue. So, too, was the Norge marathon rollator contest, likewise designed to stimulate interest during the late summer and fall months when interest and sales efforts usually lag.

Comes now Kelvinator with a quarter-of-a-million dollar program for July and August, a program which includes expenditures of \$18,000 in cash prizes for salesmen and dealers who participate in the Kelvinator Derby contests, \$20,000 in prizes for the general public, and \$185,000 for advertising.

Servel Hermetic dealers and salesmen are hitting the dusty trail for orders in a free-trip-to-Evansville contest, and word has arrived that Apex and other refrigeration organizations are preparing for fall drives.

Effective Stunt

One of the outstanding publicity stunts of the year was the presentation of the millionth General Electric refrigerator to Henry Ford. In this presentation, the words of Gerard Swope, president of the General Electric Co., Floyd Gibbons, famous war correspondent and radio announcer, and Mr. Ford were transmitted to the entire nation by a network of radio broadcasting stations.

This stunt was followed up by the presentation of replicas of the golden millionth G. E. unit by distributors to celebrities and to charitable institutions all over the land, with proper attendant ceremonies.

Sales campaigns, which arouse interest among members of distributing organizations, and novel publicity stunts, which get the attention of the public, are undoubtedly timely and effective just

now. Anyone who has a scheme for getting business can command (and merit) the respect and consideration of business leaders, and can cause prospective buyers to open their eyes and prick up their ears.

That the electric refrigeration industry is getting a full share of such interest augurs well for the hopes of its executives that the sales curve for 1931 will show a maintenance of the peak selling season well past its usual dropping-off point.

Contests, stunts, publicity schemes, and increased advertising—any feasible method of getting attention—should bring returns at this time out of all proportion to their utility under normal conditions.

On Our Bookshelves

ELEMENTS OF MARKETING

Author: Paul D. Converse. Publisher: Prentice-Hall, Inc., 70 Fifth Ave., New York. Publication date: 1931. Pages: 1,080 with index. Price: \$5.00.

THIS book by Prof. Converse, which is a revise of and addition to two of his previous volumes in the field of marketing, is truly elemental and covers the marketing field in full, delving into the methods of distributing all types of products and problems of marketing costs. The volume is a textbook, beginning with the basic premises of marketing and working through various forms at great length and with much explanation.

If a purpose were to be written for this book, it would be: "A simply-written work to study the problem of marketing cost and expressed in language which a young child could understand." Beginning with the first chapter, the reader finds that the writer's aim is to solve the problem of marketing costs and in the last chapter, his conclusions are stated.

The problem of marketing is approached from three sides—functional, commodity, and institutional. These approaches are complete, to say the least, elemental from the start, and quite scholarly, the book being truly a college text—plenty of definitions and detail. To start discussing the material as material would be a problem.

Like a professional work, this book has a conclusion—the summary of it being that it is difficult to predict exactly what changes will reduce costs.

GLEANINGS FROM RECENT PERIODICALS

"The most significant fact in the status of the international trade of the world is that the volume of merchandise sales about equals that of a few years ago when business was enjoying substantial prosperity. But price levels have fallen to the point where profit has been largely eliminated. The chief factor of the present situation is profitless merchandising.

"An essential necessity of the present economic situation is an advance in commodity prices. When prices are falling, buyers tend to withdraw from the market. It is rising prices that stimulate buying and consumption and a return of prosperous times. Anything, therefore, which tends to postpone recovery in commodity prices, more especially those influences which are unfair and uneconomic in character should be discountenanced.

"The importance of fair prices cannot be overestimated in influencing the restoration of trade. Sellers cannot expect to obtain fair prices for their own products unless as buyers they are willing to pay fair prices for the commodities and services necessary to their industry. Competition is unfair both to industry and to the community when price-cutting compels the sale of goods as a loss. Basic commodities are being sold at cost or less. Profitless merchandising retards prosperity, and affects the position of the wage-earner.

"Our foreign trade is susceptible to world conditions, but it should be possible to stabilize our domestic market which would have a strong stabilizing influence in other countries.

"No one contemplating the vast resources of the United States; the basic soundness of our institutions; our financial and industrial integrity, which so powerfully has sustained our country in the perplexing and trying period through which we have been passing; our creditor position in the world; our unimpaired efficiency and economic strength and the splendid morale of our people can have any doubt that we possess in ourselves the power to lead in world trade recovery."—Recommendation of National Foreign Trade Council, prepared by committee headed by E. P. Thomas, vice president, U. S. Steel Corp.

"Among the producing companies which have registered consistent sales expansion ever since the beginning of the general trade recession are the mechanical refrigeration manufacturers. Distribution of household and commercial electric units reached 1,002,000 in 1930, according to data published by ELECTRIC REFRIGERATION NEWS, compared with 902,000 in 1929 and 635,000 in 1928.

"Because of the extensive unexploited field for mechanical refrigeration, and the forces which are at work to develop and supply the potential demand, it is our opinion the next several years will mark a period of continued rapid growth. Competition undoubtedly will force a continuation of the past trend toward the development and introduction of lower priced units, but there is no indication that this rivalry will become so keen as to seriously curtail profit margins at an early date.

"It is not likely that earnings of the majority of producers will expand this year in direct proportion to the growth of unit sales, largely because of the narrowed profit margins brought about through price reductions. It is our belief, nevertheless, that the industry as a whole will establish a new high record of aggregate income for the full year 1931."—Standard Trade and Securities, June 12, 1931.

Sales Contests Results Prove Value Of Promotion, Utility Speaker Says

MACKINAC ISLAND, Mich.—Because he believes that the opening of a sales contest by the Michigan Electric Power Co., the Michigan Public Service Co., and the Michigan Gas and Electric Co. caused an increase in their April sales of electric refrigerators and ranges of 70 and 60 per cent, respectively, over those of a like period last year, C. L. Bouher, representing these companies, has become thoroughly "sold" on this system of sales promotion.

During the month of April, the three companies sold 104 electric refrigerators and 104 electric ranges, as compared with 64 electric refrigerators and 73 ranges sold in the same period last year. The contest will continue until Dec. 17.

This information Mr. Bouher placed before delegates at the annual convention of the Michigan Electric Light Association held here June 29, 30, and July 1.

The following refrigerators and ranges are being sold by the concerns: General

Owens Felicitates Frigidaire

DAYTON, Ohio—Anyone with a scheme for getting business these days can command the attention of executives in any field. Following is a letter received by E. G. Biechler, president of the Frigidaire Corp., from J. F. Owens, president of the National Electric Light Association and of the Oklahoma Gas and Electric Co.

Oklahoma City, Okla., June 23, 1931

Mr. E. G. Biechler, President Frigidaire Corp., Dayton, Ohio.

Dear Mr. Biechler:

Please add our hearty and sincere congratulations to those of your many friends upon the Fifteenth Anniversary Jubilee of Frigidaire. The enviable position you occupy in the esteem of the public and the outstanding success you have attained are just rewards for a fine product, excellent service, and an organization of highest ideals.

To have played such a leading part in the development of electrical refrigeration, bringing a great convenience to the home, must give you a feeling of deepest gratification. This should be exceeded only by the satisfaction you must experience in the realization that you have made such a distinct contribution to the standard of living enjoyed by the American home.

With such a brilliant record of achievements for 15 years, you are justly entitled to continued success and progress, which I am positive will be yours.

My best wishes to you and your entire organization.

Very truly yours,
J. F. OWENS,
President.

Electric and Kelvinator refrigerators, and Westinghouse, Federal, Electrochef, Standard, and Graybar ranges.

"In 1930 the total gross merchandise sold amounted to \$98,601.24, while the total for the same period of 1931 reached \$104,015.58," said Mr. Bouher.

The contest was started with its aim that of placing an additional load of 1,230,000 kilowatt-hours on the lines of the companies.

Operation of the Michigan Bunion Marathon, as it is termed, is conducted along the following lines, according to Mr. Bouher.

Each of the three companies has been given a definite sales quota of electric refrigerators and ranges. Each company must reach this quota before it begins to move by points, or "miles," toward Lansing, Mich., the objective of all bunion marathoners.

Movement of the contestants toward Lansing is marked on the percentage over quota attained by each individual company. A separate bunion contest is held among the divisions, employees, and salesmen of each company to increase the incentive for pushing the company ahead as a whole.

The Michigan Electric Power Co. was given a quota of 145 ranges and 210 refrigerators as the qualifying requirement. To reach Lansing, it must make 53 additional sales, comprising a total of 408 sales needed to push the concern across the finish line.

Sale of 285 ranges and 322 refrigerators is the first quota for the Michigan Public Service Co., with a quota of 45 needed to reach Lansing. The total number of sales needed is 652.

Bogey of 218 refrigerators and 255 ranges were set on the Michigan Gas and Electric Co., with a Lansing quota of 52 added to the first, making a total of 525 sales needed.

Salesmen receive commissions of 15 per cent on Kelvinator refrigerators, 12 per cent on General Electric refrigerators,

tors, 15 per cent on all ranges except Electrochef, five per cent on Electrochef ranges sold at \$105, and 15 per cent on Electrochef ranges sold at other prices.

For any prospect turned in by an employee and sold by a salesman, a compensation of three per cent will be paid to that employee and deducted from the salesman's commission. If the employee completes the sale, he is entitled to a six per cent commission.

Each company has a base prize of \$100 which is to be paid to the division or district that reaches the local base with the highest percentage over their quota.

To the company reaching Lansing with the highest percentage of sales over its quota, the Lansing office will present a cash prize of \$300, to be divided by the company executive as he sees fit.

In explaining the bases upon which quotas were placed on the three companies, Mr. Bouher outlined the locations and sales records of each.

The Michigan Electric Power Co. is located in the Thumb section of the state, serves 65 communities, an area of 2,440 square miles, the largest having a population of 5,000, the smallest, 29. The urban population is 30,720, the rural, 7,680.

This company serves a total of 11,200 meters, of which 9,773 are urban, and 1,470 are rural. During 1928 it sold 110 electric refrigerators and 188 ranges. During 1929 it sold 161 refrigerators and 177 ranges. In 1930 it sold 179 refrigerators and 183 ranges.

The Michigan Public Service Co. is in the Grand Traverse section, extending north to the Straits of Mackinac and south to below Oceana County—an area of 3,800 square miles. A total population of 60,870 is served, of which 50,520 are urban, and 10,350 are rural, or a total of 15,280 metered customers, of which 13,630 are urban, and 1,640 are rural.

In 1928 the company sold 46 refrigerators and 89 ranges. During 1929 it sold 80 refrigerators and 121 electric ranges. In 1930 it sold 121 refrigerators and 222 ranges.

The Michigan Gas and Electric Co. is located in the southwestern section of the state and serves electricity and gas to an area of 1,460 square miles, having a population of 36,063. There are 11,986 electric metered customers, of which 9,993 are urban and 1,059 are rural.

During 1928 it sold 14 electric refrigerators and 80 ranges. In 1929, 39 refrigerators and 87 ranges. And in 1930, 55 refrigerators and 115 electric ranges. The fact that this company also sells gas, made its quota assignment especially difficult.

Mr. Bouher pointed to the fact that figures showed that even before the sales contest was started, the three companies were all sales conscious, but that the campaign is essential because an unusually large load increase is needed this year to keep the companies on a firm foundation, despite the business depression.

Since refrigerator sales had lagged behind those of ranges in every instance, the refrigerator quota was made proportionately larger than range quotas to give added stimulus to this branch of sales.

Daily instructions are sent the companies pertaining to the coaching of salesmen, window displays, direct mail campaigns, and the like.

Mr. Bouher told convention attendees that despite the belief of many persons that the contest was scheduled to run for too long a period, he thought it to be the right length because of the flexibility of prices of units being campaigned, the complexity of the sales organization, the number of units established as the quotas, the amount of money the public has to spend, and the size of the detail organization.

In closing his paper, Mr. Bouher said, "The question is, however, is the increase in units and gross merchandise due to the promotion plan? Our answer is 'Yes'."

Introducing

John R. Adams, Rockford, Ill., former editor of *The Daily Illini*, of Champaign, Illinois, and a member of the editorial staff of Rockford Newspapers, Inc., has been appointed assistant editor of the NEWS.

Kind Words Dept.

The ELECTRIC REFRIGERATION NEWS is without doubt, the best means of promoting good will in the industry, and certainly does assist one in keeping up with what is new and best in the refrigeration field.

We look forward to the receipt of your paper on each issue, and hope that in the near future it will be issued each week.

HAROLD LOGIN,
Jersey City, N. J.

Now . . .

Two New Westinghouse Refrigerators

at popular prices



Model WL65 Finishes Overall Dimensions Shelf area..... 11.40 square feet
Exterior Lacquer Width 31 $\frac{1}{2}$ in. Depth 22 in. Height 59 $\frac{1}{2}$ in. Usable Interior Volume 7.28 cubic feet
Interior Porcelain Ice making capacity... 96 large cubes—11 pounds



Model WL85 Finishes Overall Dimensions Shelf area..... 14.1 square feet
Exterior Lacquer Width 38 $\frac{1}{2}$ in. Depth 22 $\frac{1}{2}$ in. Height 59 $\frac{1}{2}$ in. Usable Interior Volume 8.98 cubic feet
Interior Porcelain Ice making capacity... 96 large cubes—11 pounds

Ideal for three to six person families!

So great has the demand for Westinghouse refrigerators become that two entirely new popular priced models have been added to the line. This addition means that you have a complete line meeting every possible need and demand at prices for everyone.

Imagine a Westinghouse Refrigerator of 7.28 cubic feet capacity for only \$240 f. o. b. factory! That's the model WL65. Model WL85 has a capacity of 8.98 cubic feet and is only \$340 f. o. b. factory!

Both of these new models have all the basic "Completely Balanced" features which have given the Westinghouse Refrigerator its hourly increasing popularity! Consider the famous Westinghouse forced draft cooled, hermetically sealed Quiet Mechanism, concealed in the flat usable Buffet Top, the Arm-High 7-Point Temperature Selector, the Automatic Built-In Watchman and the many other exclusive Westinghouse features. These new cabinets are of steel with sanitary porcelain lining.

A LIFETIME PROFIT OPPORTUNITY FOR ENTERPRISING DEALERS!

The overwhelming success of the Westinghouse Refrigerator has been literally astounding! All points in the country have indicated tremendous enthusiasm for this fine electric refrigerator backed by Westinghouse engineering talent!

And now with the addition of these two new models, the Westinghouse Refrigerator franchise is more valuable than ever before.

INCREASED NATIONAL ADVERTISING

Consider big double spreads and pages in color in the leading national publications. And more than that—literature of all descriptions, dealer helps galore, cooperative newspaper advertising, window displays, mat service and

literally all manner of merchandising assistance to dealers!

GET FULL INFORMATION NOW!

Write today for the details of the Westinghouse franchise. Get the true picture of its phenomenal success and see how you can share in its rewards for handling the "Completely Balanced" Westinghouse Refrigerator. Don't delay! Use the coupon or, better still, wire at once!

Westinghouse Electric and Manufacturing Co., Merchandising Dept., Mansfield, Ohio.

WESTINGHOUSE ELECTRIC
AND MANUFACTURING COMPANY
Merchandising Department, Mansfield, Ohio

Please send me details of the Westinghouse Refrigerator Franchise.

Name _____

Address _____



Westinghouse Refrigerator

The Name "WESTINGHOUSE" is your guarantee

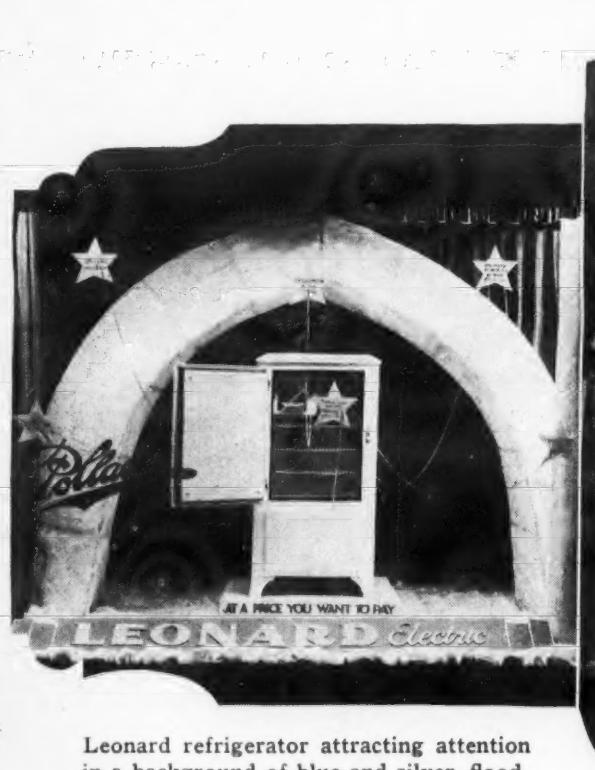
DEALERS TRIM WINDOWS WITH VIVID DISPLAYS



Allied merchandise display of the Hartney Co. of Montreal, in which Majestic electric refrigerators and Easy washers and ironers are featured.



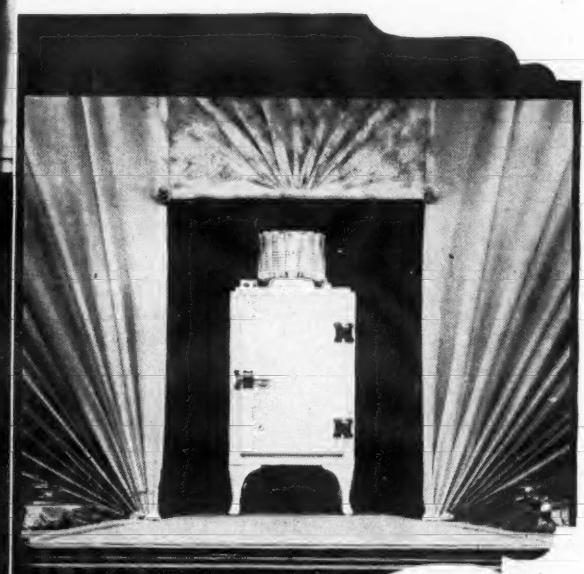
Various makes of refrigerators were displayed by the Good Housekeeping Shop, Detroit, during its recent show Z-Ro-Art was used in this Norge setting.



Leonard refrigerator attracting attention in a background of blue and silver, floodlighted in red and white colors. Pollack's, distributor in Baltimore, arranged this display.



Pretty girls, music and tap dancing were employed by Weeks & Dickinson, dealer of Binghamton, N. Y., as drawing cards in its initial display of Majestic refrigerators.



Contrast is the theme of this display, in which a General Electric refrigerator is set off against a black shadow box. Above and flanking the shadow box variegated colors are used.



Norge display originated by E. V. Markham, manager of the Little Rock, Ark., branch of the Haverty Furniture Co.



Employees of the Starr Co. worked out the design for this display in the window of the company's store in Richmond, Ind.

SALESMAN'S LETTER CINCHES THIS SALE

NEW YORK CITY—L. L. Short, president of the General Exchange Insurance Corp., had not contemplated buying an electric refrigerator for his new summer home. He said as much in a letter to Henry Nonnez, a Frigidaire salesman for the Oyster Bay office of the Long Island Lighting Co., who had called upon him.

Nothing daunted, Mr. Nonnez used the U. S. mail to good advantage and broke down Mr. Short's sales resistance with the following letter:

"What a shock your letter of the 23rd was to me! And a surprise, too, for your decision not to use mechanical refrigeration is so out of keeping with your progressiveness and sense of modern artistry and convenience typified in your residence at Cove Neck.

"I say this with all sincerity, for I saw the old house go through its transformation; saw the mid-victorian lines give way to the simplicity and beauty of American design, saw the mass of small cut-up rooms expand into spacious living quarters, richly panelled and beautifully proportioned. The balance of the fireplace wall of your living room is perfect. I am sure that your builder is going to ask permission to use your residence as a show place to which to bring future clients.

"In this home, Mr. Short, you have installed electric lights, not whale-oil lamps; porcelain plumbing fixtures, not wooden sinks and copper-lined bathtubs; a modern heating plant, not a pot-bellied wood stove in every room.

"You have erected garages in the rear, not a stable or a barn, for you drive a car, not a team and a surrey. Why, then, do you consider using an old-fashioned ice box with its fluctuating temperatures, its insufficient refrigeration, its germ-breeding and food-spoiling tendencies entailing as it does the inconvenience and the dirt caused by the ice man.

"Modern people in modern homes use mechanical refrigeration today, not as a fad or luxury, but because it is more efficient, more reliable, more convenient, more sanitary and most important of all, more economical than ice... Mr. Short, please refer again to the catalog I sent you, follow my recommendation to select a W-10 or W-12 model, and let us deliver and install it so it will be in and running when you are ready to come out."

ATLANTIC COUNTY DEALER ASSOCIATION IS ORGANIZED

ATLANTIC CITY—(UTPS)—Formed with the idea in mind to further the interests of the trade and its customers through active cooperation, the Electric Refrigeration Association of Atlantic county has opened headquarters at 408 Schewm Bldg., where monthly meetings will be held by the dealers. Open discussions of business problems and talks by factory representatives will feature these affairs.

E. A. Bowie has been elected president of the new association. Other officers are James Hand of the Kelvinator Co., vice president, and F. E. Rieber, secretary-treasurer. Trustees are Clark Adams, R. MacLarnon, Charles Godfrey, and Emory Kiess, counsel.

NIAGARA UTILITIES CONCLUDE EMPLOYEE SALES CAMPAIGN

BUFFALO—To the eastern division merchandise office of the Niagara Hudson Power system, goes the trophy for the championship in a recent two-week refrigeration campaign for employees. The campaign was decided on the basis of the number of sales from each division in proportion to the number of employees in the division. The central division finished in second place.

In the eastern division, 338 refrigerators were sold to employees, representing sales of 14 per cent of the employees in the division. Central division employees bought 267 refrigerators, representing 8.2 per cent of the division employees. Western division employees bought 323 refrigerators, representing 7.3 per cent of the employees.

SEATTLE CO. HANDLES 18 CARLOADS IN THREE WEEKS

SEATTLE—Eighteen carloads of Majestic refrigerators were recently received by the Majestic Distributing Co. of Seattle during a three-week period, according to William J. Walsh of that company.

Mr. Walsh states that this is the largest shipment of household electric refrigerators ever received in the Northwest.

FORMER CINCINNATI BALL STAR SELLING MAJESTICS

CINCINNATI—(UTPS)—Tommy Griffith, former outfielder for the Cincinnati Reds, has opened a sporting goods store in which he will handle the Majestic electric refrigerator and Majestic radio.

Even better than before
but the same low cost...

Improved TEMLOK



Temlok is custom-made board—accurately cut to size in any thickness for quick, economical installation. It is rigid and structurally strong, sterile, and odorless. It is made by Armstrong, another sales advantage for refrigerator manufacturers and merchandisers. Since 1860 Armstrong has made cork products. For more than a

quarter of a century Armstrong has been a leader in the manufacture of high grade insulation products. And Armstrong is known to consumers as the maker of fine linoleum and other quality products.

We'll gladly give you all the other facts about Temlok. Complete information and samples will be sent on request. Armstrong Cork & Insulation Company, 917 Concord Street, Lancaster, Penna.

Armstrong's Temlok

Low-Cost, Efficient Insulation for Domestic Refrigerators

COOLING PROCESS IS SUBJECT OF SPEAKER

By C. E. Greenwood*
Commercial Director, N. E. L. A.

The process of cooling electrically, generally termed "electric refrigeration," has become a business of tremendous proportions. My subject concerns this process of cooling. The electric refrigeration machine is practically a "heat pump" which transfers heat contained in one body to another, thereby producing a state of "cold." The applications of this process of cooling are far-reaching.

Approximately two and one-half million of these heat pumps were operating in the households of the country on June 1st of this year, yielding the utilities an annual gross revenue of sixty-eight millions of dollars or more than a billion and one-half kilowatt-hours of energy, representing approximately 13 per cent of the total output of domestic energy last year.

Just 308 utility companies in the United States sold another billion and one-half kilowatt-hours to large ice manufacturing plants in 1930, or approximately 3½ per cent of the output for all industrial customers in 1930.

A responsible executive of the Association of Ice Industries has estimated cold storage space in the United States at approximately 800,000,000 cu. ft., of which approximately 60 per cent is electrified. There is a yearly electrical consumption of approximately 310,000,000 kilowatt-hours from this class of business.

It is also reliably estimated that between 600,000 and 700,000 self-contained electric refrigeration units are in commercial establishments consuming three-quarters of a billion kilowatt-hours of energy annually.

And now similar heat pumps are being extensively used in creating uniform atmospheric conditions for com-

*Address delivered before the convention of the Pacific Coast Electrical Association at Del Monte, Calif., June 24-27, 1931.

Fulco REFRIGERATOR COVERS

Insure perfect delivery to customers without scratches or broken enamel... a big service feature that cuts down complaints and adjustments. Write our nearest plant, giving dimensions of your machines. We also make Dust Covers.

Fulton Bag & Cotton Mills
Manufacturers Since 1870
Atlanta Brooklyn St. Louis Dallas
Minneapolis New Orleans Kansas City, Kan.

The waiters, ready to serve the winners, were losers in the New Orleans Public Service campaign.

NEW ORLEANS CONTEST LOSERS FETE WINNERS

fort and efficiency in theaters, stores, office buildings, public buildings and other places where people congregate. Put down another 150,000,000 kilowatt-hours output for the air-cooling section of this business, and our grand total of energy output for refrigeration purposes reaches the stupendous total of 4½ billions of kilowatt-hours, representing 6 per cent of the total energy sales for all purposes in the United States in 1930.

We are searching new sources of demand for our energy and it may be contended that the artificial cooling of air will become as common as artificial heating. Reliable authorities of the manufacturer and the utility groups estimate a potential capacity in the United States of 670,000 tons of refrigeration in connection with air-conditioning, exclusive of air cooling in residences. At least 1½ hp. per ton would be required, indicating a potential load of 745,000 kilowatts, or approximately 2½ per cent of the total installed generating capacity in the country.

How has this refrigeration business grown, and where are we heading? It was only in recent years that the household machine attracted the attention of the utility. The problem of the domestic machine was how to do the pumping with the least expenditure of power. Although the first patent on the compressor type had been taken out in 1899, it was not until about 1910 that the machine became of commercial importance. It is estimated that approximately 136,000 were sold in the following years up until 1925, but in the last five years household electric refrigeration has advanced with leaps and bounds, and sales by all outlets approximated 2,500,000 in the last five years; an average of one-half million per year. (In my previous statement of 2,500,000 in operation as of June 1st, I have esti-

NEW ORLEANS—In a contest held by the electric refrigeration department of New Orleans Public Service, Inc., the losing team was compelled to banquet the winning forces, donning white suits and serving the feast, which was held out on the lake shore. Much enthusiasm and merriment were evinced among the thirty-odd salesmen of the company.

The following makes of electric refrigerators were represented in the sales contest: Frigidaire, Kelvinator, Copeland, General Electric, Majestic, Servel, Leonard, and Ice-O-Matic.

Each dealer is allowed the use of a portion of the display floor at the Public Service building for one month and all publicity and sales effort of the company are concentrated in promoting the particular make during that period. It is planned to carry on this program indefinitely with a general food preservation show each year.

The working out of the plan since the last show has resulted in increased sales, due to the extensive publicity received during the exhibition and the cooperation extended by the utility company.

mated 20 per cent of sales to date as replacements).

Because of the splendid cooperation of your association with national headquarters, I am confident that everyone in this room is familiar with the three-year sales program of the Electric Refrigeration Bureau which is under the leadership of J. E. Davidson, president of the Nebraska Power Co., and a past-president of our national association.

We are not satisfied with average sales of 500,000 household units per year and our objective is one million electric refrigerators in 1931, despite the discouragement of business conditions. In five months sales have reached an approximate total of 375,000, and when the report comes in for June, I believe we will find we are close to our quota for six months.

I cannot pass a reference to this highly important commercial activity without enumerating these advantages:

1. The program is to be sustained over three years.

2. It is cooperative. In fact the strength of the field work will be in local cooperative action by utility, manufacturer and all other sales outlets. The first national advertising was on March 28th, and in just three months we have over 400 local Electric Refrigeration Bureaus organized, and there is promotional activity in more than 8,500 communities. This cannot fail to improve local trade relations.

3. This sales program is helping to stabilize production for the manufacturers.

4. Electric service is becoming of greater value to the households that install electric refrigeration.

5. The utility company is obtaining a profitable load.

If we reach our goal in 1931, we will have added another \$27,000,000 to the estimated revenue of the utility companies, bringing our revenue from domestic refrigeration close to \$100,000,000 annually.

The commercial type units have likewise shown rapid growth. In 1925 more of these self-contained units were sold for refrigeration of food in small stores, and for ice cream boxes, than in all previous years. In the past four years sales have averaged 150,000 per year.

The popularity of the water cooler has been added to the ice cream box. This fact, together with the economic changes in perishable food distribution assures us of a wide-open market which will be continued.

I do not know at what rate the ice companies will grow, but in my opinion there is no need for them to worry. Last year the use of ice increased 15 per cent in the United States despite the activities of the electrical industry in selling electric refrigeration units. We are teaching great masses of people to become refrigeration-minded as a requirement for the better health of the nation. Bear in mind that 15 companies

DESK MANAGER GETS TIPS FOR SALESMEN

BROOKLYN, N. Y.—The man who sits at an application desk doesn't have a spacious, luxuriously appointed office of his own, with his name and the word "private" in gold letters on the door, but he occupies a position of considerable importance to the gas company.

Such is the opinion of John E. Stewart, supervisor customer's service division, Metropolitan branch of the Brooklyn Union Gas Co. Mr. Stewart proves his observations as follows:

"A short time ago a woman stopped at my desk in the Metropolitan branch and asked to have the deposit on her residence account returned. In talking with her while waiting for the check to be made out, I learned that she was the owner of a restaurant and that in this restaurant she was using an old-fashioned ice box.

"This gave me the opportunity to suggest that she might be interested in the Electrolux refrigerators sold by the gas company. Since she appeared to be interested, I asked if I might not have a salesman give her a demonstration. When she consented, I presented her to one of the salesmen on the Metropolitan branch floor, H. Herndon.

"As a result of this little conversation, Mr. Herndon sold the customer not only a Model EA-18 Electrolux, but also two other gas appliances—Model EA-CA water cooler and a Model EA-IC ice cream cabinet. The cost of the three appliances totaled \$1,618.

Further, in the course of his conversation with the customer, Mr. Herndon learned that she was using an old-style range in her restaurant. After making an appointment with a representative of the industrial division, Salesman E. B. Lawrence succeeded in selling her a fourth appliance, a Vulcan range.

automatic cooling of our homes is on the horizon. Suffice it to add right here, that if only 1,000 homes in each city of the United States of more than 250,000 population can be sold on air-conditioning, our market is 36,000 homes at 15 tons refrigeration capacity per home, or a little over one-half million tons. Here alone is represented a power demand equal to the present total output of Niagara Falls.

What does all this business of "manufacturing" cold air mean to the utilities of the three states represented in your association? To briefly summarize, the classes of refrigeration business I have enumerated mean just this:

1. There are approximately 1,569,000 wired households in California, Arizona, and Nevada. The estimated saturation of domestic refrigerators is approximately 10 per cent. There is every reason to believe that within the next five years the upward trend of refrigerator sales will continue and you should have 30 per cent additional saturation. The 94,000 kilowatt-hours that you are now selling for domestic refrigeration service can be raised within that period to approximately 376,000 kilowatt-hours. Will you picture this amount as sold to all the homes of the United States in 1930 for all purposes? Your potential revenue at three cents per kilowatt-hour is over \$11,000,000.

2. Again let us assume a 10 per cent present saturation of your small commercial customers, such as refrigerators in your stores, ice cream boxes in stores and hotels, and water coolers in your buildings. Will you tell me that you cannot raise this 20 per cent in the next five years and have a potential outlet for another 70,000,000 kilowatt-hours of energy, in addition to approximately 36,000,000 kilowatt-hours now being sold for this purpose?

3. On a unit population basis, the share of the states of your association, in the refrigeration load in connection with air-conditioning, is approximately 34,000 tons, with a potential load of 38,000 kilowatts. A check of the mean temperatures of your three states tells us that consumers require refrigeration in connection with air-conditioning in almost four months of the year. Applying a 20 per cent load factor, you have arrived with me at a conservative estimated potential output for this class of business of approximately 67,000,000 kilowatt-hours.

The grand total then of your potential business in domestic and commercial refrigeration and in air-conditioning in commerce and in industry only, which is not on a fanciful basis by any means, and is just around the corner, points to an amazing energy output of 543,000,000 kilowatt-hours, equal to about eight per cent of the total energy output of California, Arizona and Nevada, for all purposes during 1930.

Commercial men!—There is cold cash for the utility in this cold air business which is waiting for our vigorous salesmanship. It benefits all partners to the transaction. It is splendid business. To me these potentialities are just another assurance that progress and usefulness of electric service men can recognize no bounds. We have no time for pessimism, and much less reason for it than any other industry. So, therefore, let's join together in the slogan: "Hats off to the past—Coats off to the future."

GASKETS FOR REFRIGERATION

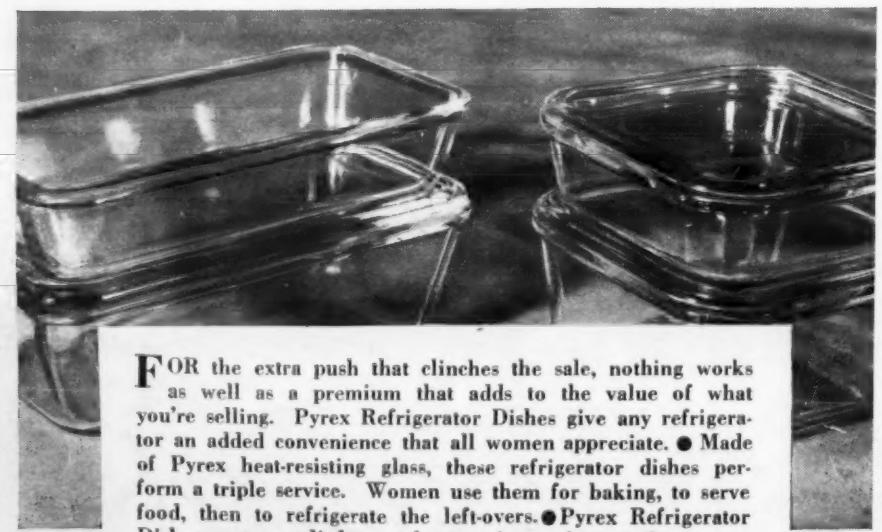
Made of a special metal developed for electric refrigeration. It has a dull matte finish that is very important for lasting service. Will hold, regardless of the refrigerant used and will not shed particles of material to clog up working parts.

Let us send you sample gaskets for test. Send us templates or drawings.

CHICAGO-WILCOX MFG. CO.

7701 Avalon Ave. Chicago, Illinois

Add this "EXTRA" . . . clinch the sale



FOR the extra push that clinches the sale, nothing works as well as a premium that adds to the value of what you're selling. Pyrex Refrigerator Dishes give any refrigerator an added convenience that all women appreciate. • Made of Pyrex heat-resisting glass, these refrigerator dishes perform a triple service. Women use them for baking, to serve food, then to refrigerate the left-overs. • Pyrex Refrigerator Dishes cost you little, yet have a far-reaching influence on your customer's decision to buy. Single dishes retail for as low as 85¢—set of four, \$4.40. • Get them from your jobber or write to Corning Glass Works, Corning, N. Y. Prices slightly higher in the West and Canada.

PYREX REFRIGERATOR DISHES

Trade-mark "Pyrex"
Reg. U. S. Pat. Off.

IDEAS AND IMPRESSIONS • COMMENT • VIEWS AND EXPERIENCES

By F. M. COCKRELL

Silent Schwab

Charles M. Schwab, chairman of the board of directors of Bethlehem Steel Corp., in Detroit last week, had nothing to say about business. "Schwab Silent on the Future," was the *Detroit News* headline.

I have long suspected that Schwab talks when he is *selling*, and keeps still when he is *buying*.

An incident: About 10 years ago, when things were headed down hill, Schwab returned from Europe, oozed optimism to reporters on the gangplank. At his office he issued orders to cut expenses, fired the entire advertising department of one of his companies.

When Schwab has *nothing to say* it must be a good time to *buy*.

Save or Spend?

A. W. Robertson, chairman of the board of Westinghouse Electric & Mfg. Co., in a booklet to stockholders, expresses his opinion of schemes to force business, or the government to assume the responsibility for saving enough money during good times to take care of improvident individuals during hard times. He says:

"To me it seems highly desirable that we keep alive the old-fashioned individualistic spirit of looking after one's self. If each and every one of us made it his principal business to look after himself as well as a reasonably prudent man should, there would be not so much required of either industry or the state."

Robertson is talking sense just like Ben Franklin did in his almanac nearly 200 years ago. But the time to remember such wisdom is when things are running high, wide and handsome. Now is the time to spend money, not to save it.

Getting Ready

I do not agree, however, with Carl Percy, New York window display specialist, who has sent a letter to 150 of his friends urging them to follow his example and spend \$100 *foolishly*, for the sake of better business.

This is the time to get real value for your money, to buy things you need, to get ready for the upswing in the business cycle.

Now is the time to clean up and paint up, to buy new furniture and fixtures, to install new and better machinery. And don't get the idea that I am talking about something for the other fellow to do.

That is exactly what we are doing, and have been doing for some time, right here in the office of Electric Refrigeration News. We are getting ready. What we have been getting ready for will be announced in the next issue.

(Note to Fred Brack). Put Carl Percy on the advertising prospect list. After spending his \$100 foolishly he may have a reaction and be interested in spending some more money to a purpose. The electric refrigeration industry is a big market for window displays. I bought a quantity of window displays from him once and he knows his stuff.

Howard A. Lewis

Howard A. Lewis, treasurer of the Kelvinator Corp. and inveterate traveler, told me, at the N. E. L. A. convention, about his recent trip across Europe. He went from Stockholm to Budapest, stopping at all principal cities, talked to 47 bankers.

Lewis likes bankers and talks their language—*figures*. Give a pad of paper and a pencil to Howard Lewis and a banker and the result will be a figurefest. When they get through, the figures will go in the waste basket and some of the bank's money will go into a Kelvinator operation.

"The French," says Lewis, "are the smartest people on earth. They act sentimental, but they are looking out for number one every minute of the time. They go through a lot of motions, but they never lose sight of the main chance."

Smart Frenchmen

For example: During this trip, he called on a French banker, and inquired regarding the economic outlook. The banker wrung his hands in despair and all but wept as he agonized over the terrible state of affairs, the staggering burdens of his countrymen. When

the sobs and gesticulations had partly subsided, Lewis deferentially asked a pointed question:

"Would you advise us against investing additional capital in Kelvinator activities here in France?"

The banker's change of attitude was instantaneous. He had no doubt about the stability of France, the buying power of the French people or the future progress of the country, also no hesitancy about arranging for a substantial loan to the local Kelvinator company.

European countries are solving their own problems, according to Lewis. They are working their own way out. Underneath the surface, bankers and business men are calm and confident.

Lewis was surprised, on his return to New York (that was a couple of months ago), to find New York business men hysterical.

Lewis says: "I don't believe 10 per cent of the foreign news in the newspapers. The cable despatches of facts and figures are the only part worth reading."

Laugh It Off

David A. Brown, formerly president of Absopure in Detroit, writes from 1790 Broadway, New York City (phone Circle 4665), enclosing an official card certifying that I have been elected a member of the "Laugh it Off" association of the world. Dues, 10 cents.

Since Brown moved to New York a couple of years ago he has founded and fathered monthly meetings of the Exiles Club (former Detroiters now exiled in New York). The club has only one officer, the first vice president. Any member may become first vice president by paying for the lunch.

Dave Brown gets a lot of fun out of business whether he is making money or losing it. He gets a great kick out of driving a hard bargain, and knows all of the tricks of trading ever invented by the Jewish race. Some Gentiles are afraid to do business with him, but the experience of the News advertising department is that he always pays—after the argument.

Many are the stories about Dave Brown in Detroit business circles. One concerns a creditor who said:

"Dave, why the hell don't you pay your bills?"

Quick as a flash Brown responded: "What do you mean, pay our bills? We've never failed to meet a judgment yet."

Several years ago I heard a wealthy Detroit criticise Brown's business ability in words to this effect: "He has the Absopure ice business, the Absopure electric refrigerator, the chain of Brownie drug stores, extensive real estate holdings, and a lot of other enterprises, and with all that I don't think he makes more than half a million dollars a year."

Pakkold—Gift or Sale?

R. L. Barker, president of LeBarque Sales, Inc., 162 N. State St., Chicago, has been endeavoring to interest refrigeration manufacturers, distributors and dealers in using Pakkold as a "door opener," but so far has not had the desired response. He wants to know if advertising in the News would get results.

I have advised him *against* encouraging the electric refrigeration trade to think of his product as a "give-away" proposition. My theory is that his problem is to convince the trade that Pakkold provides a real service, that it is not just a fad or trinket, and that it can be sold for cash.

If the dealer does not see the value of the product he will not consider it a desirable gift. If he can sell the item, the gift idea will take care of itself.

Altman's, in New York, Field's and Mandel's, in Chicago, are selling Pakkold. Women who have learned to use ice as an astringent in beauty treatment enthuse over Pakkold. It is also an attractive piece of merchandise.

Related Merchandise

If I were an electric refrigeration dealer I would be looking for every possible item of merchandise which is in any way related to refrigeration and which could be *displayed* in the window and *sold* in the store.

I would develop this line of low-priced merchandise and sell it aggressively for two main reasons:

First, to attract two kinds of prospects into the store.

VIEWS AND EXPERIENCES**John Kempson—Buyer**

John Kempson, the buyer, was reached by long distance telephone. The original article and the correction were read to him.

"Both figures are wrong," said Mr. Kempson, "but I have signed contracts with both companies."

"What is the correct figure?" we asked.

"It is against the rules of our company to give information of that kind over the telephone. I do not know who you are. They have their contracts. Get the figures from them."

Explanations and pleadings were to no avail, so telegrams were sent to Commonwealth Edison and Peoples Gas. The Gas Co. replied:

"We have signed contract with Kempson covering all of his buildings which we understand contain 534 apartments, although only 40 or 50 Electrolux have been installed to date."

Commonwealth Edison answered as follows:

"We have issued no authoritative information for publication."

Complicating the matter further, we understand that Norge advertised in a Chicago newspaper that they had the Kempson contract.

Note to Frigidaire, General Electric, Majestic, et al: How come you fellows didn't get one of these contracts?

We will not be completely satisfied about this deal until:

- (1) the 534 units are installed.
- (2) The money is collected.
- (3) And shows a profit.

Sales Stunt

Comment on Henry Ford's radio acceptance of the millionth G. E. refrigerator arrived in a telegram from Memphis, Tenn. In order to avoid precipitating a feud I will omit the sender's name and refer to him simply as Mac.

Mac's telegram has all the earmarks of a dirty dig. It reads:

"To bad Henry Ford was made an innocent victim of a sales stunt in his radio debut Stop Why put it in a museum with the other antiques Stop Is the three-year guarantee up?"

Personally, I am not the least bit worried about Henry Ford being made an innocent victim of anybody. Henry's record indicates that he is well able to take care of himself.

Concerning the radio presentation as a sales stunt, I think it was a darn smart idea, and my compliments go to whoever thought of it. I understand that Mr. Swope himself made the arrangements with Mr. Ford.

If you think contacting with Mr. Ford is easy, just try it. No potentate is better guarded. His army wears no uniforms or brass buttons, but it is on the job, day and night.

Ford has a habit of doing all sorts of surprising things and turning up at unexpected places, but he goes where he wants to go and does what he wants to do without anybody telling him.

Ford & Refrigeration

I used to think that Ford probably blundered into most of his publicity without conscious intention, but according to one of his former right-hand men, Ford can smell a good piece of publicity a mile away.

It struck me as being highly significant that Ford grasped the opportunity to be hooked up with a publicity stunt involving electric refrigeration. He's nobody's fool.

The fact is, I was disappointed to find that Ford's radio speech, accepting the millionth G. E., was published only "in part" in *ELECTRIC REFRIGERATION NEWS*. George Taubeneck and I argued the point afterward.

George contended that the portion eliminated was nothing but advertising for General Electric, but I wanted to know what he actually said, advertising or not.

I figured that a lot of other readers would be keenly interested in the exact

words used, if for no other purpose than to criticise Ford's judgment, taste or what not.

If any readers think the same, drop me a line, and I will print the whole speech in full—even if it is a month old.

We're getting so many editors around this place that our bill for blue pencils is becoming a major item of expense.

I have had to reserve a page so as to get some of my own ideas into this paper.

Natural History

According to the record, John Burroughs, the great naturalist, only succeeded in finding the nests of two humming birds in his entire lifetime. I saw one Saturday evening at the country home of James M. Evans, Bloomfield Hills, north of Detroit. It is far out on a low limb of an apple tree overhanging the driveway which makes a circle in front of the Evans home. It was discovered in cutting off an apple-laden branch which scraped tops of cars.

Gratitude

At the village of Pontoosuc, Ill., on the Mississippi River, Henry F. Black, Dallas City, Ill., banker, and I were looking for a beach where our two daughters had joined a swimming party. I turned the car into a little used lane approaching the river. High weeds bordered the two wheel tracks, in one of which sat a little black spaniel.

Apparently frightened by the lights and horn, he scampered down the lane. Another honk and he ran faster, straight ahead. The tracks came to an end and we stopped to reconnoiter. Distant shouts indicated that the beach was farther down. Listening, we heard a splashing sound in the weeds nearby. Investigating, we found that the little black dog had run headlong into a large, open, abandoned cistern—an appallingly dangerous trap for man or beast.

The terrified pup paddled furiously just beyond our reach. When I sat on Henry's legs he managed to catch the dog by one ear and haul him out. Did the dog whimper at this treatment? Not at all.

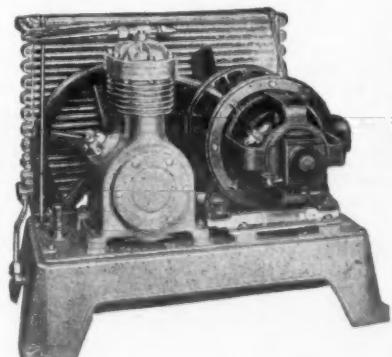
He jumped up and down, wagged his tail, barked, pawed Henry's knees, went through every performance his doggish mind could think of, used every kind of dog language to express his thanks.

Henry Black had made another friend—for life.

KULAIR

Simplicity, quality, efficiency and capacity unequalled

A size for every use

**Condensing Units**

Small Domestic to Large Commercial Capacities

AIR COOLED**WATER COOLED****METHYL CHLORIDE**

or

SULPHUR DIOXIDE**POLICIES PRODUCTS PRICES**

Providing Proper Profit To All Distributors.

WRITE FOR FULL INFORMATION TO KULAIR CORPORATION PHILADELPHIA, PA.

PARKER COMPRESSORS SINCE 1899

**SULPHUR and METHYL
1-6 HP to 3 HP
For Immediate Delivery to Manufacturers**

**Hiram L. Fowler
15 Moore St.
New York, N. Y.**

**AMMONIA
1 HP to 50 HP**

**Herb C. Parker
2600 Santa Fe Ave.
Los Angeles, Calif.**

STOCK CARRIED AT BOTH POINTS

'More Prospects - More Sales' Basis of San Antonio Dealer's Plan

By Charles N. Tunnell

SAN ANTONIO, Tex.—More prospects—more sales. This is the sales slogan of Wright Brothers Refrigeration Co. and Wright Brothers Electric Co.

The firm, which is owned by Mark and R. C. Wright, operates three large electric appliance and refrigerator stores here. The third store was opened June 1.

Approximately 75 people are employed by this concern . . . 30 of these people form the refrigerator sales staff that operates from the three stores. The greater volume of sales is made with personal contact with prospects in their own homes or places of business; however, store sales are important.

Sell One Out of 20

Mr. Wright declares, "Having been selling electric refrigerators for the past four or five years, we found that in peak times, our salesmen would close one sale out of every 20 calls made . . . and they would close 50 per cent of the actual prospects where home contact was made with the man and his wife in the prospects' own home as a result of an appointment.

"Our salesmen are yet holding to this ratio of closing 50 per cent of the home appointments where the man and his wife have agreed for a home presentation in the evening. Naturally, our salesmen are not closing one sale out of every 20 calls as has been done in the past . . . but to offset this condition, our salesmen are speeding up calls.

"They are seeing more prospects . . . we require our men to make an average of some 20 calls a day. In this way, we are scratching deeper and digging up sales that have heretofore been passed up or neglected.

"On January 1, 1931, we installed what we call our 'Institute Room.' Refrigeration salesmen from both our domestic and commercial departments are required to visit this institute room each morning to give a full and complete report of the previous day's work. They list their sales, number of telephone calls, cold canvass, number of owners seen, number of prospects called on, and other information.

"This information is given to a girl who transcribes the information on cards which are given to the sales manager. All sales, interviews, etc., are likewise listed on our large chart for open inspection of all salesmen. Naturally, a salesman does not like to be low man or consistently show many interviews and few sales or a small number of interviews.

File System Valuable

"If a man shows 100 interviews and little or no sales, we can readily show him that something is wrong. On the other hand, the man with a high percentage of sales but very few calls is shown that he can step up his earnings by making more calls."

The prospect file cards are routed out and given to the right salesmen for callback contact, telephone calls, etc.

No prospect is dropped from the file until this prospect buys a refrigeration

unit from Wright Brothers or some other concern regardless of the length of time carried as a prospect or number of sales contacts made.

This file system enables our sales manager to keep an accurate check and know just how consistently a salesman is following up his prospects. So long as a salesman has a prospect indexed and is showing consistent follow-up, the salesman is protected with a full commission in the event a sale is made to this prospect in the store or otherwise.

"Any salesman can sell in any other salesman's territory," explains Mark Wright. "If a salesman finds a prospect in another man's territory that is not indexed, he can close a sale and collect one-half the commission. If this prospect is indexed by the resident salesman, the new man can likewise carry the regular salesman along at the time of contact and yet collect one-half the commission on sales.

"In this way, our salesmen are frequently able to close sales with friends or follow leads that bring sales from people that the salesman assigned to the territory cannot close. At the same time, this policy keeps every man on his toes to prevent other salesmen from cutting in for half his commission.

"Our salesmen are paid a drawing account and a commission. This commission is based on a minimum of 10 per cent of gross sales for 72 domestic units or their equivalent. We find that the average salesman can sell 72 units by consistent effort and proper application of his sales ability. These men may average but two or three units during January, but they step up sales to 18 or 20 during April, May, June and such months.

50 Units Yearly Quota

"We will not keep a salesman on our staff who falls below 50 units a year . . . we rather pay a 20 per cent commission even to one salesman than to pay a flat rate of 10 per cent to three salesmen. Therefore, we have a bonus system on a sliding scale which enables a salesman to earn up to 15 per cent sales commission.

"And as some of our salesmen are selling up to 130 electric refrigerators a year, they cash in on the higher rate of commissions. Fifty per cent of our entire staff of refrigeration salesmen who are our permanent men earn a liberal bonus by selling more than the 72 unit minimum."

The 30 salesmen for the Wright Brothers Refrigeration Co. take turns working store sales in their respective stores. One man is kept on duty at all times in each store and in most instances, two men are on the floor. These stores are kept open in the evenings of the summer months.

Weekly Sales Meetings

Every Monday night, the entire refrigeration sales staff is assembled in a round-table meeting for the exchange of ideas, opinions, and suggestions on merchandising, service and sales problems. Each man is given the opportunity to air his views . . . every salesman is made to know that he is a part of the organization and that his ideas are valuable to the group.

Mark and R. C. Wright started in the electrical business in 1900 as electrical contractors and fixture merchants. Each of the partners had \$100 . . . the business was opened in a store building 16 by 30 feet in size. The Main St. store of this firm today is 80 by 110 feet in size, the second store occupies a nice place in one of the principal buildings of San Antonio, while the new store is 30 by 60 ft. in size and located in a select position on S. St. Marys St.

This firm maintains an electrical contracting department, but for the past five years, the merchandising end of the business has been by far the dominant and profitable part. Real estate to the extent of \$500,000 value which is free from encumbrance in any way, is owned by the Wright brothers, property which has been purchased from merchandising profits.

ST. LOUIS COMPANY MOVES

ST. LOUIS, Mo.—The St. Louis Zerozone Co. has moved from 2835 Washington Ave. to 1901 Washington Ave.

THE IMITATION FOOD PRODUCTS CO.

107 Lawrence St.
Brooklyn, N. Y.

Entering the Eighth Year of successful business

Ask for catalog of January, 1931

ICEBERG

Condensing Units and Compressors for use with

METHYL CHLORIDE
95 and 120 lbs. I.M.E.
per day

Precision-Built
Simple in Construction
Efficient and Quiet in Operation

Write for Quotations

Iceberg Manufacturing Company
Gardner, Massachusetts

"One of the oldest manufacturers in U.S.A."

Champ Shows His Wares



Carl Marcus, who sold 57 Ice-O-Matics in a 60-day period, demonstrates sales methods. Here he is pointing out the shelf area. He worries little about the mechanics of refrigeration.

Electric Refrigeration Dealers Undervalue Sales Kit In Modern Selling

By Carroll E. Pellissier

RETAILERS of electric refrigeration who employ an outside sales force, and few do not, have a tendency to overlook the value of one of the most important instruments to good salesmanship. Some are cognizant of its value but fail to give it the attention it needs. Others underestimate its usefulness and many, many others ignore it entirely.

The sales kit of today assumes an importance that cannot be stressed too heavily. Manufacturers are beginning to see its advantages and are giving more and more attention to it. Here and there we find a smattering of retail organizations who are also showing signs of life in this direction.

A sales kit to be efficient must embrace certain fundamental principles. It must, first of all, be compact, with little or no waste space. It must contain everything that the salesman will need, or might possibly need, to assist him in not only awakening interest on the part of a prospect, but also in closing a sale. In appearance it should be neat and reflect in itself the quality of the product you hope to sell.

Such a kit need not be larger than eight by twelve inches in size. That it actually measure this is not at all necessary but it should be kept down to that neighborhood. The thickness depends entirely upon what you put into it. Be sure that it is made of good durable leather with a smart finish. The name of your firm stamped in gold letters on its side is not out of place, more than that is.

The construction that has proved itself to be one of the best is the loose-leaf type. A flap over the open end with a fastener, not unlike a brief case, adds to the appearance and efficiency. The envelope type is also good but not as efficient as the loose-leaf. Let each section be indexed to facilitate quick handling.

The material in each sales kit is of vast importance. The value of the sales kit system is greatly enhanced if the kits are planned for each individual salesman. Fit each kit to meet the individual needs of each man taking into consideration his personality, his ability and the territory in which he works.

In the rush and scramble of modern business time is of prime importance. The time element must be given consideration. It might be well to bear in mind that the public is not as quick to make such a heavy purchase today as they were when work was plentiful and money was coming in substantial amounts. More care is being shown today by the buying public. The sales arguments must be presented quickly but effectively and with a conviction. The whole sales appeal should be built up around the sales kit, for unfortunately you cannot carry your actual product from prospect to prospect in person.

The average salesman today is a true long-winded. He waxes eloquent with but little encouragement. Invariably he will go on at great length about

time without injuring or otherwise mutilating the appearance of the portfolio. It also gives the salesman an opportunity to build up his own line of approach. He can make notes of any argument that is over his head and obtain the data later for future reference. If a good point comes up, he may insert that also. Copies of letters from satisfied users are more easily and neatly carried.

WASHINGTON DEALER RELATES SALES PLAN

By Fred E. Kunkel

WASHINGTON, D. C.—The Edgar Morris Sales Co., with a store and separate selling organization at 736 13th St., distributes and retails Westinghouse electric refrigerators in the District of Columbia. More than 20 per cent of the retail sales are made right in the store. Others are secured through outside salesmen who contact principally with plumbers, users, architects, realtors, builders, and who follow up business reports.

"We keep a close check on all reports issued of any sources of building construction, and we follow these up," explains G. F. Kindley, vice president and sales manager.

"We make a record of any residences to be built that will later be in the hands of general builders and contractors who request bids. Then residences may come out which have been given to a selected builder.

"The salesmen will follow up either the builder or the architect, depending upon who will select the refrigeration. Or the manufacturers may get a lead through national advertising which we follow up.

"Another way is through the operative or speculative builder, from whom we get information by personal contact through outside salesmen who call at their offices regularly.

"We use newspaper advertising from two to three times a week in both the morning and evening papers. While direct results are not always immediate, we do trace some immediate results. We figure more on general advertising which will help to build up a demand for our refrigerators and which will create good will, keeping the name of the product we sell before the public all the time.

"We also use direct mail at frequent intervals. The refrigerator thermometer we use as an advertising novelty with good results."

Sales conferences are held once a week, when general plans and changes are discussed, methods for getting more business stressed, and the salesmen are asked for various suggestions, etc. These meetings are held in the evening after work, usually from 8 to 10 o'clock.

At frequent intervals sales contests are held and bonuses awarded for a given amount of business when prizes are awarded to any man who goes over his quota.

In the office of the sales manager there is a bulletin board which shows what the salesmen are doing from day to day, what they did last month or a certain day last year, etc. In this way each salesman and the sales manager obtain a quick bird's-eye view of who is keeping up with last year's record, who is beating it, who has fallen down, or who is increasing his business. This bulletin board is kept on a point system, and credit is only given as the material is actually delivered to the job.

BALTIMORE FIRM IS NAMED MAYFLOWER DISTRIBUTOR

BALTIMORE, Md.—Lincoln Sales, Inc., 1130 Cathedral St., distributor in this territory for the Weisbach electric refrigerator and Crosley radios, has been appointed distributor for the Mayflower refrigerator. The concern has distribution of the Mayflower in the same territory it has for the Weisbach, which embraces the greater part of the state of Maryland and two counties in Delaware.

BROERING CO., DEALER, FILES FOR INCORPORATION

CINCINNATI—(UTPS)—The Broering Co., dealer in refrigerators and household equipment, has filed papers for a charter as a corporation to succeed a partnership between Paul H. Herman A., and J. H. Broering. Capitalization includes 250 shares of no-par value stock.

VANCOUVER DISTRIBUTOR

VANCOUVER, B. C.—Barr & Anderson, Ltd., 1060 Homer St., will distribute Williams Ice-O-Matic refrigerators in British Columbia. George J. Lyle is manager of the company.

AYERS-LYONS CORP. MOVES

BOSTON—Ayers-Lyon Corp., Copeland factory representative in the New England area, has moved to larger quarters at 596 Beacon St., Kenmore Square.

time without injuring or otherwise mutilating the appearance of the portfolio. It also gives the salesman an opportunity to build up his own line of approach. He can make notes of any argument that is over his head and obtain the data later for future reference. If a good point comes up, he may insert that also. Copies of letters from satisfied users are more easily and neatly carried.

Little Stories of Interesting People
In the Refrigeration Industry

THE EXPANSION VALVE

By George F. Taubeneck

Et tu, Brute?

The idea of the "Expansion Valve," a human interest column in which the editor can talk about anything and anybody, and through which the reader can take a few sidewise peeks at his chiefs and other men at the Top of the Heap, has found recent imitators in other trade papers serving fields far removed from electric refrigeration.

And recently *World's Work* has commissioned a well known novelist to write a series of articles with exactly the same purpose as our other kolumn, "An Editor on Wheels," viz., to paint word-pictures of various interesting cities throughout the country, and portray something of their spirit.

All of this bothers us not one whit. We like the idea ourselves. And in this issue of ELECTRIC REFRIGERATION News, two new kolumns appear: "the Display Case," and "Comment."

The former kolumn is fashioned along the same lines as "The Expansion Valve," but is written about men and ideas in the food industries. It is printed on page 6 of the *Refrigerated Food section*.

"Comment" is written by the publisher, F. M. Cockrell, who is, as almost anybody who has ever come in contact with him will testify, a man of ideas.

And anyone who will go back through the pre-1930 files of Electric Refrigeration News will find editorials he has written which are gems of clarified thinking, lucid expression, and vivid style.

Perhaps this introduction is superfluous. "Comment" will speak for itself. It needs no comment.

Howard Blood

Executives who can speak well in public often hold an imaginative grip upon their organizations to a degree that can be equalled only by the style of "old man" who has attained such a degree of privacy that he has become almost mythological to his employees.

Howard Blood, busy Norge president, apparently belongs to the former class. Every time you meet a Norge man,

AN ODE TO 94°

Backward, turn backward,
O Time, in thy flight!
Give me an old-style ice-box,
Just for tonight.



—From Detroit Free Press.

you will likely hear enthusiastic mention of Mr. Blood.

Had you listened to the Norge president's speech at the recent dinner he gave the Republic Radio Co., newly acquired Michigan distributor, you surely would understand the deep admiration with which his men regard him. He made a Napoleon-on-horseback speech which glued the eyes of his audience upon him unflaggingly for three-quarters or an hour.

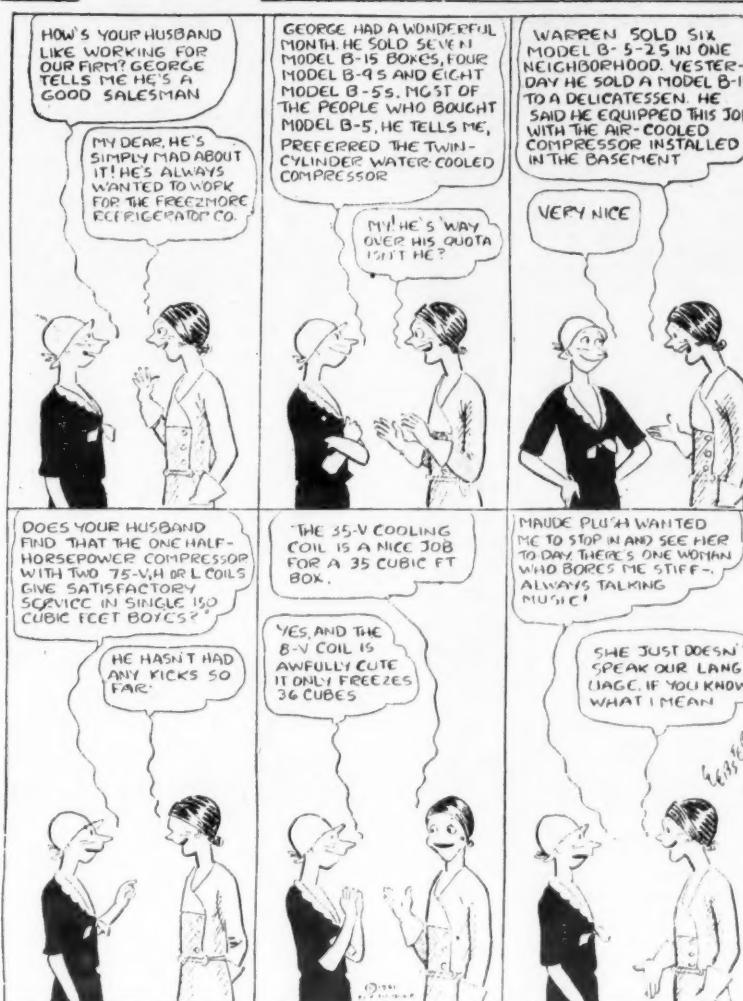
Down in St. Louis we once heard Mike Mahoney stand an audience on its ear and empty its pockets with an impassioned burst of oratory.

We have watched H. L. Burritt handle the difficult toastmaster's job in a fashion reminiscent of Chauncey Depew.

On several occasions we have heard Ted Quinn's smooth extemporaneous flow.

Those men are good. But they'll have to move over on

They Don't Speak Our Language : : : BY WEBSTER



—From New York Herald-Tribune.

the heroes' bench to make room for Howard Blood, who speaks in a style altogether classic.

Upon Moby Dick and the Perspiration Kid (two cub reporters who have recently joined the News staff, and who came along to see what it was all about), Major Blood made an impression as vivid as Mark Antony made on Cleopatra. They were completely sold.

Said the Perspiration Kid (whose specialty is speech reporting): "Gosh! What a man like that couldn't do in the Senate!"

Said Moby Dick: "Gee, if he'd have given me a chance, I'd have gone up there and signed up for one of those refrigerators!"

With these two naive tributes, we rest our case.

John Knapp

Very much in evidence at this dinner was John Knapp, Norge vice president in charge of sales. Knapp is not a big fellow, but he is by no means obscure in a public gathering.

Nattily dressed, poised and confident, he lent a helping hand to each portion of the program. He directed songs, was first to lead the cheering, and bounced to his feet with an idea whenever the spirits of the crowd seemed to be lagging a bit.

We don't know how old he is, but he was as lively as a healthy 20-year-old, and as animated as a rubber ball.

Harry Hayes

Every once-in-a-while the Valve runs across a man who participated in the justly famous Chicago code battle. That dramatic summer presented an opportunity to study a number of interesting refrigeration personalities under pitilessly trying conditions.

At that time Harry Hayes was chief engineer of Absopure. Representing a small concern, he was, nevertheless, a respected member of the inner council of manufacturers who were encamped upon the scene. Throughout the long and sweltering series of stormy sessions, we didn't see him lose his head once. And that, gentlemen, was a record.

Mr. Hayes is now a Norge man. He has curly red hair, a crop of freckles, a frame like an All-American center, and a constant attitude of serenity.

R. J. Rehwinkel

At the Milwaukee convention of the National Association of Retail Grocers,

the most popular man we saw was R. J. Rehwinkel of McCray.

Tall, reserved, smiling, he shuttled back and forth between his booth and the model store—where a great deal of his equipment was installed—untiringly.

He knew not only a great many grocers, but seemed to have a working knowledge of their language as well. Sympathetic, helpful, and understanding, he has built up a large following among his clientele.

W. C. Moore

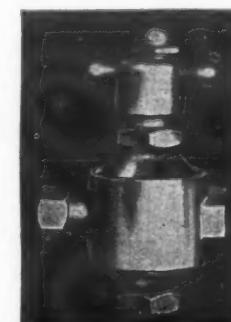
Another tall, quiet fellow who numbered a lot of friends among the grocers present at Milwaukee last week was W. C. Moore of the General Refrigeration Co. of Beloit, Wis.

Mr. Moore has the valuable faculty of becoming interested at once in the man to whom he is talking. Not his business or his problems, but yours.

And perhaps that's why people like to talk to him.

"EBCO"

AUTOMATIC • SELF CLOSING
STREAM CONTROL
VALVES



• save water • eliminate squirting • control height of drinking stream by automatically regulating the flow under all fluctuating pressures between 20 and 120 lbs.

EBCO Valves as shown above are standard on all EBCO Water Coolers and Fountains. A special regulator for installing in waterlines to all types of fountains may be had by asking for model C-1500. Write for our complete catalog "S".

THE D. A. EBINGER SANITARY MFG. CO.
COLUMBUS, OHIO

Manufacturers of EBCO Drinking Fountains, Ventilated Urinals and Closets, Round Wash Sinks and Steel Compartments for toilet rooms.

Little Stories of Interesting Ideas
In the Refrigeration Industry

E. St. Elmo Lewis

It has been a long time since we've heard of E. St. Elmo Lewis. The old boy has a way of popping up now and then, however, and not long ago he wrote an editorial for a jewelry trade paper which Copeland officials thought worthy of reprinting and sending to their dealers.

The editorial, which wisely says that it is up to each individual to figure his own way out of the depression, and that cutting prices is not the way to do it, is done in E. St. Elmo's best swash-buckling style. Judging by his writing, we think he would have made an excellent Captain Kidd, or Jean LaFitte, or Blackbeard.

Once upon a time, so the story goes, Mr. Lewis was dining with some friends in a hotel. Before the meal had progressed far, a page came into the dining room calling: "Mistah Lewis, please; Mistah Lewis."

E. St. Elmo paid no attention to the page, but went on eating. The page went out, and came back for a second round of calling: "Mistah Lewis."

Finally Mr. Lewis motioned the boy toward him, and asked: "Boy, you go and find out if the Mr. Lewis you want is Mr. E. St. Elmo Lewis. If it is, you come back here and sing out the full name, loud and long."

The boy did as he was instructed, and Mr. E. St. Elmo Lewis—having accomplished his effect—accepted the call.

Double-Header

Dominic LaCentra, Boston Kelvinator salesman, received a call a short time ago from a woman who said she was now ready to buy a Kelvinator, and to come out and take the order.

Dominic hot-footed it to the address, only to find the woman out. After Dominic had waited two hours, the woman finally put in her appearance, but denied the telephone call. Dominic was discomfited, perceiving which lady offered him some supper.

Before he had finished, the woman

who lived next door came in. She was the one who telephoned, and promptly signed up for the Kelvinator. So did the first woman! Dominic won a double-header and had a good supper.

Case Dismissed

J. Schug, sales supervisor of Westchester Lighting Co., recently acted the part of a good citizen and served on the local jury. But he didn't forget that he was a salesman as well as a juror.

During the various trials and tribulations, he sold an Electrolux refrigerator to a fellow juror.

Electrolux on the Phone

Adelbert (Del) W. May is an Electrolux salesman employed by the Philadelphia Gas Works Co. in its Germantown district.

His personal territory, Manyunk, is a factory section that has felt the recent industrial depression quite keenly. It has never been particularly noted as a high-class section.

Nevertheless during the time he was "away from work" Del May made more than quota sales, disregarding the fact that the quota was the highest ever set by his company.

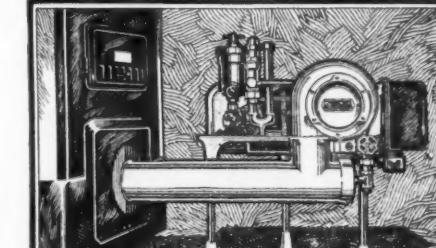
Here's how he did it: by telephone! He made a systematic telephone canvass and then his district supervisor, John T. Harkins, would drop by and "pick up" the orders.

Call It a Day

Mike Galvin, Frigidaire salesman in Waterloo for the Iowa Public Service Co., is this section's entry for a one-day selling championship.

On Wednesday, June 17, Galvin started to work at 7 a. m. and by noon had sold three compressors, an ice cream cabinet and five commercial coils.

Later in the day he went out into the country and called on five prospects, returning with orders for three five cu. ft. and two six cu. ft. Frigidaires.



SATISFACTION
keeps tens of thousands
QUIET MAY owners QUIET
Service never eats up profits!

THERE'S money in a QUIET MAY Oil Burner franchise for electrical refrigeration dealers. It's money that goes into your pocket and stays. It is not taken out by costly demands for service.

Now is the time to figure on an oil burner franchise—before your season gets slack. Now is the time to look into the QUIET MAY Oil Burner, the standard by which all oil burners are measured.

QUIET MAY Dealers' profits gross 40% and up. QUIET MAY Dealers get the full benefit of active field support from QUIET MAY factory salesmen and engineers. QUIET MAY Dealers are backed by a smashing advertising and sales promotion program thoroughly tested for sales.

Ask us to tell you what prominent electrical refrigeration dealers are doing with the QUIET MAY franchise. Address:

New Business Division • • May Oil Burner Corporation • • Baltimore, Md.

QUIET MAY
AUTOMATIC OIL BURNER

'PROSPECT FINDERS' ARE SALES BUILDERS

By Elston D. Herron

DETROIT—"We believe that more refrigerators can be sold by use of a few 'prospect finders' cooperating with our dealers than through a large number of our own salesmen, and that on the whole, special contests are of no great value in promoting our sales."

These two ideas are practiced in the sales system used by A. Harvey's Sons' Mfg. Co., Detroit distributor of Copeland electric refrigerators, according to R. J. Rieffel, sales and service manager. The "prospect finders" are a small supplementary force employed by the distributor to assist dealers in locating prospects, and to maintain a vigorous spirit throughout the entire sales organization.

Until a few months ago, the system used by the company was regarded as a pure experiment, but now Mr. Rieffel is working at top speed to make the system permanent, since it has produced results which he terms "very satisfactory."

Occasionally, Mr. Rieffel puts into practice one of his pet forms of promoting sales, even though he usually opposes many types of exhibitions and stunts. A church society or woman's club is invited to the display rooms, and is then given a talk on refrigeration and sanitation in general, and the advantages of electric refrigeration.

Following this, refreshments are served which have been made in a Copeland. Then the company gives \$10 to the treasury of the organization. He says that this plan is often very effective in making sales.

In organizing the sales system, dealers are selected by the company who have previously shown ability at selling other products, and who are so located as to facilitate a thorough coverage of their respective territories.

They are then furnished with equipment, promotional material, and straight sales information regarding the Copeland refrigerator. They are allowed to select their own salesmen and their own means of governing the latter.

In addition, however, the distributor employs a small group of "special salesmen," as Mr. Rieffel terms them, each of whom is assigned a territory containing several Copeland dealers.

It is then the duty of each salesman to locate prospects and report their names to the dealer nearest the possible buyer's home. The dealer can then send one of his own salesmen to close the deal, or can delegate the special salesman to do so. Trade-ins are always discouraged.

The distributor's salesmen work on a commission basis, while the dealer derives his profits from discounts, or from both commissions or discounts if he personally locates a buyer. He is permitted to employ his salesmen at his own terms.

The sale having been made, the dealer notifies the distributor, who takes care of all installations and servicing without charge to the dealer.

At the end of each week, each special salesman turns in a report to the distributor relative to both his own activities and those of the dealers with whom he cooperates.

Each special salesman must report his prospects to one of a certain group of dealers, but is not required to stay within any definite geographical limits. However, according to the manager, the salesman's natural tendency is to remain near his dealers.

"We are not exponents of a wide variety of contests," Mr. Rieffel says.

Sampling Mayflower-Cooled Water



A pretty miss samples water from one of the three new Mayflower water coolers. The line is featured by a temperature regulator.

TAYLOR TAKES CHARGE OF MEXICAN SALES DIVISION

MEXICO CITY, Mex.—After a three months' visit to General Electric agencies in the West Indies and South America, W. H. Taylor has assumed charge of the plant sales division of Mexican General Electric.

Mr. Taylor visited Cuba, Porto Rico, Panama, Colombia, and Venezuela. He directed sales campaigns for General Electric in those countries.

Mr. Taylor reports good refrigerator and range business in the countries he visited. Sales in Cuba, Porto Rico, and the two South American countries, he says, "are ahead of the 1930 mark."

He is now training a group of 25 salesmen at Mexico City headquarters for activity in the plant sales division. The student sellers are Mexicans. It is understood that they will take part in various plant equipment campaigns that the company is planning in the national capital and in various states of the Republic.

MAYFLOWER ENTERS MOBILE

MOBILE, Ala.—The Mayflower refrigerator is being distributed here by Gowin-Lyons Hardware and Supply Co. The G. and S. Electric Co., and Weatherly Furniture Co., are serving as dealers.

"We are not exponents of a wide variety of contests," Mr. Rieffel says.

SUBSCRIPTION ORDER

This offer expires December 31, 1931

Electric Refrigeration News
550 Maccabees Building
Detroit, Michigan

1931

Gentlemen: Please enter my subscription to ELECTRIC REFRIGERATION NEWS.

United States and Possessions: \$2.00 per year Three years for \$5.00

All other Countries: \$2.25 per year Two years for \$4.00

Refrigerated Food Section only \$1.00 per year.

I am enclosing payment in the form of Check P. O. Order Cash

Name _____

Attention of _____
or Care of _____

Street Address _____

City and State _____

Special Rates for Group Subscription Orders

For paid-in-advance subscriptions in United States only. Send check with order. Charge orders are billed at the full rate, regardless of number. Papers will be mailed to individual addresses. This offer expires December 31, 1931.

5 or more subscriptions entered at one time, \$1.75 per year each.

20 or more subscriptions entered at one time, \$1.25 per year each.

10 or more subscriptions entered at one time, \$1.50 per year each.

7-15-13

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

Apex

A new four-page folder depicting the growth of Apex in the household equipment field, together with numerous illustrations and specifications of the company's products, has been issued by the Apex Rotarex Corp. of Cleveland.

The first two pages are made up completely of line cuts and discussions concerning Apex electric refrigerators, while page three treats of other electric appliances, and the last page contains a message to dealers.

Clipped to the circular is a little-sister folder which again pictures Apex household refrigerator models and gives their specifications in more detail. At the right are listed concise descriptions of various parts of the refrigerators—cabinet, interior, exterior and refrigerating unit. At the close is printed the Apex guarantee.

Freezortray

The S. M. Howes Co. of Boston, is circulating a two-color, illustrated sheet containing a description and specifications of the concern's newest product—Freezortray—an electric ice cream freezer which operates within the cube chamber of a majority of household refrigerator models. The sheet is intended chiefly for dealers.

The appliance is available in two models. Model A, 5 in. wide, is built for use in Frigidaire, General Electric, Kelvinator, Majestic, Servel Hermetic, and Westinghouse household units. Model CN, 3½ in. wide, fits Copeland and Norge models, and the S-42, General Electric.

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

POSITIONS AVAILABLE

SERVICE man required immediately for installing and servicing electric refrigeration in North Pacific Coast territory. Must be experienced. Write fully. Box No. 348.

POSITIONS WANTED

PPOSITION wanted with manufacturer of frozen foods by man with nine years' experience in selling and engineering refrigeration jobs. Now located on Pacific Coast, but free to go to any section of the country. Replies also solicited from manufacturers of equipment for displaying frozen foods. Box No. 344.

REFRIGERATION expert, 14 years' experience in engineering and development work on domestic and commercial equipment, accessories and production methods. College graduate. References. Available for position as chief or consulting engineer to manufacturer in need of results. Box No. 347.

MISCELLANEOUS

DESIGNING ENGINEER desires to develop household and commercial refrigerator cabinets employing features of novelty, economy and utility. Opportunity for new or old company desiring something new to advertise and boost sales. Box 346.

FRANCHISE OPEN

MANUFACTURERS may avail themselves of the special rates applicable to The Condenser column to advertise franchise opportunities in specific territories. Advertisements will be inserted under the above heading "Franchise Open." Fifty words or less—only \$3.00 for a single insertion. Three insertions—\$8.00.

NEW JERSEY DISTRIBUTOR NAMED FOR MOHAWK

NEWARK, N. J.—At the recent National Radio show in Chicago, arrangements were made between M. Turner Lippe, president of Turner Lippe Co., Inc., and Eugene Farney, president of the All-American Mohawk Corp., for the exclusive distribution of Mohawk refrigerators throughout northern New Jersey and Staten Island. Turner Lippe Co. has been jobbing radio, automotive and electric products.

A display of the refrigerators is being set up in the showrooms here, and Turner Lippe dealers have been invited to view the display.

GRIGSBY-GRUNOW OFFICIALS MEET WITH OMAHA DEALER

OMAHA—Arthur C. Mullen, "Voice of Majestic" director for Grigsby-Grunow Co., Lyle Pratt, Majestic district sales manager of Minneapolis; Dorothy Ayers Loudon, home economist, and R. S. Proudfit, Iowa, Nebr., and Montana distributor, met recently with P. E. Thompson, Omaha sales manager. Majestic has 300 dealers in the Omaha-Lincoln territory.

The distributor has signed a 26-week newspaper advertising contract and will use a full-page color advertisement every Sunday morning. The page will be under the direction of Phyllis Holliday, home economist.

NEW YORK SALESMAN GETS GAS, MAKES SALES

COBLESKILL, N. Y.—D. G. Rossman, Niagara Hudson Power Co. salesman, stopped to buy some gasoline recently and at the same time sold the proprietor a G. E. CS-450 and ice cream cabinet. He also sold the Central Hotel, Worcester, N. Y., and the Walker Grocery at Esperance.

ATLANTA APARTMENTS TO USE ELECTROLUX

ATLANTA, Ga.—The Hennesse apartments, comprising 16 household suites now in the course of construction, have placed contracts with the Atlanta Gas Light Co. for complete installation of Electrolux gas refrigerators throughout. Sixteen combination model EA-5 refrigerators with gas ranges will be used.

109 FRIGIDAIRE PLACED IN BOSTON BUILDINGS

BOSTON—One hundred and nine Frigidaire cabinets were recently installed in suites in six adjoining buildings here by the Commonwealth Refrigeration Co. The equipments consisted of six W-5100 condensing units, 109 No. 111TF Frigidaire freezing coils, and 109 No. LP-37 Seeger cabinets.

MADISON DEALER EQUIPS FIVE APARTMENT BUILDINGS

MADISON, Wis.—Five apartment installations have been made recently by C. E. Kinney Co., Frigidaire dealer. One hundred and twenty-eight units have been placed in the Norris Court and Clifford Court apartments, while 27 have been installed in the Gay apartments. Other installations were made in the Varsity and Wayne apartments.

GREENFIELD, MASS., DEALER WINS SALES CONTEST

SPRINGFIELD, Mass.—A dealers' sales contest conducted by Breckinridge, Inc., General Electric refrigerator distributor, for the territory embracing five counties, May 1 to June 30, was won by the Baldwin-Starkey Co., Greenfield, which sold 120 per cent of its quota. Ned Squire of Holyoke finished second with 116 per cent.

A separate contest was conducted for the group of 14 utility companies handling the line.

Trupac Refrigerator
Query No. 458—"One of our distributors in Europe has requested us to advise them regarding the company manufacturing the Trupac refrigerator.

"Our distributor specifically mentions that it is not the Trupac, but the Trupac machine, which he is desiring to obtain information about."

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS
VOL. 5, NO. 23, SERIAL NO. 125Copyright, 1931, by
Business News Pub. Co.

DETROIT, MICHIGAN, JULY 15, 1931

Entered as second class matter
Aug. 1, 1927, at Detroit, Mich.FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR3 PLANTS PLAN
DISTRIBUTION OF
FROZEN FRUITSFrigid Foods, Inc., Will
Launch Campaign
In Spring

By Elston D. Herron

DETROIT—With the freezing and distribution of their frozen eggs having reached the 12,000,000-pounds-per-year mark, officials of Frigid Foods, Inc., which has plants located in Detroit, Cleveland, and Omaha, Nebr., are now planning a distribution campaign to be launched next spring for their newest products—frozen fruits and berries.

The concern was organized in 1915 for the sole purpose of producing frozen eggs, and in that year 500,000 pounds of the eggs, from which the shells are removed and their contents churned, were frozen and distributed.

Two years ago, with the output of "Frigideggs" having been multiplied 24 times the original figure, the business of freezing fruits was taken up as an experiment, and has resulted in the present output of 1,000,000 pounds per year of the new products.

According to Julius Green, of Detroit, secretary-treasurer and general manager of the corporation, a campaign will be launched in the spring to further distribution of the company's frozen fruits, as plans now call for a greatly increased production in that field in 1932.

At the present time, both the frozen eggs and fruits are being sold by special salesmen of the company situated in 28 of the country's principal cities.

With the opening of the campaign, this force will be increased, as will the

(Concluded on Page 3, Column 3)

JUNE MEAT PRICES
ADVANCE SLIGHTLY

CHICAGO—A somewhat better demand for pork products, both cured and fresh, with slight increases in price, featured the meat trade during the month of June, according to the Institute of American Meat Packers.

The better demand for pork products, and a slightly stronger demand for beef, together with lighter receipts of cattle and hogs, caused live cattle and hog prices to advance from the low point reached at the end of May.

Light cuts of meat, particularly the lighter weights of pork loins, hams, bacon, and beef chuck, were in greater demand than the heavier cuts.

Other features of the month's trade included improvement in the hide and leather industry, slightly higher prices for lard, and a generally firmer demand for meat products.

The export trade in meats continued dull during the month of June. Trade in lard was seasonably light, but generally up to expectations.

In the United Kingdom, there was very little buying of meat in June, either from stock or for shipment. The demand for meat from stock was especially moderate.

Continental pork production continued extraordinarily heavy and Wiltshire sides and other cuts are being delivered in England at prices which American exporters are unable to meet.

CANADA WILL ERECT CHAIN
OF STORAGE PLANTS

TORONTO, Can.—The Dominion and Provincial government will cooperate with fruit growers in erection of a chain of 10 to 15 cold storage plants, according to the Ontario Department of Agriculture.

The estimated cost of each is from \$40,000 to \$150,000. Four of these plants are expected to be in operation by the end of the year.

DAIRY INSTALLS QUICK
FREEZING SYSTEM

DANBURY, Conn.—The Danbury Creamery has installed Waltham System equipment for the manufacture of quick-frozen ice cream. Under this system the cream is frozen in two minutes.

BOSTON HONORS BIRDSEYE

BOSTON—Clarence Birdseye, inventor of the Birdseye method of quick-freezing foods, was lauded for his work in the industry by Mayor Curley and Colby M. Chester, Jr., president of General Foods Corp., at a banquet held here July 7. Prominent Boston business men and executives of the Birdseye company attended the affair.

Other speakers who praised Mr. Birdseye's work were Gardner Poole,

executive vice president of the Birds-eye Packing Co.; William H. Raye, president of the General Seafoods Corp.; Melvin G. Lyman, secretary of the Boston Chamber of Commerce, and John T. Scully, director of the Industrial Bureau of Boston.

In his response, Mr. Birdseye predicted that growth of the quick-freezing industry will bring about momentous changes in agricultural practice and transportation.

Retail Grocers Told How
To Give Better Service

By George F. Taubeneck

MILWAUKEE, Wis.—"How can we serve the public better?" asked some 1,600 independent grocers at the thirty-fourth annual convention of the National Association of Retail Grocers held here from July 6 through July 9. The answer came in concrete suggestions furnished by a stellar list of speakers gathered from positions of authority throughout the food industry, in a model food store

erected in the Milwaukee Auditorium (where the sessions were held), and in exhibits prepared by manufacturers.

Working on the theory that an independent grocery can hold its own with a chain store if it knows how, scant attention was paid to the chains.

Save in the talks of politicians like Senator Nye of North Dakota and Representative Kelly of Pennsylvania, attacks were not made on chain stores, nor were they discussed except incidentally to the main topic.

And that main topic was concerned with ways and means of living up to the convention slogan, "the public be served."

"If we can give better service, we need fear no competition," argued these independent grocers. In pursuance of this notion, they attended convention sessions religiously, and entered into both formal and impromptu round table discussions with gusto and zest.

Headlining the speakers were Katherine Fisher, director of Good Housekeeping Institute, who delivered the keynote address; Clarence Francis, president of the Associated Grocery Manufacturers of America, Inc., and vice president in charge of sales of the General Foods Corp.; Carl H. Schlapp, president of the National Wholesale Grocers Association; Gov. Phil LaFollette of Wisconsin; and Peter V. Bouster, treasurer and general manager of the McCann Co., Pittsburgh.

St. Louis was chosen as the convention city for 1932. Atlantic City ran a good race in the balloting, which was

(Concluded on Page 8, Column 1)

FEDERAL COMMISSION
ISSUES TRADE RULES

WASHINGTON, D. C.—The Federal Trade Commission has released a set of revised grocery trade practice rules. Grocery trade organizations, which were given a 60-day period to adopt and approve the code, have applied for and received an extension until Dec. 1. The rules are:

Secret Rebates, Allowances, Etc.

"The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges, not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice."

Price Discrimination

"It is unfair trade practice for any person engaged in interstate commerce, in the course of such commerce, either directly or indirectly, to discriminate in

(Concluded on Page 8, Column 3)

MacMARR STORES, LTD., BUY
SAUNDERS SYSTEM

LOS ANGELES—With no bidders appearing at the public auction, the Clarence Saunders Stores of California were sold at a private sale to the MacMarr Stores, Ltd. The purchase price for the entire chain and wholesale house with the exception of six stores was \$87,900.

TWO COMMERCIAL UNITS
SOLD IN THREE DAYS

CARLISLE, Pa.—W. R. Bomberger, Pennsylvania Power & Light Co. salesman, closed the sale of two CS-270 General Electric commercial units in three days. One of them was placed in the Texas Lunch and the other in George's Lunch Room.



Ernst Thom (left), of Berlin, shakes hands with Gov. Phil LaFollette of Wisconsin during convention of National Association of Retail Grocers at Milwaukee last week. E. S. Berthiaume, president of the association, smiles happily while Erik Norgren of Stockholm, Sweden, watches the proceedings

STORE DOUBLES BUSINESS
WITH ICE CREAM FREEZER

HOLYOKE, Mass.—Simon A. Flynn, proprietor of the A. W. Vincent Co., Main and Cabot Sts., has doubled his ice cream trade by installing a Mills freezer with Kelvinator equipment.

Increased volume is ascribed primarily to improved quality of the product, which is made from a special formula providing for 18 per cent butterfat and has a notably smooth texture, while showing better keeping quality than the ordinary product. Another factor that helps is the impressive appearance of the large metal case and equipment, arousing the interest of customers. Record of 1,200 gallons sold in 11 weeks ending June 30 is said to compare with approximately 500 gallons in the corresponding period of last year.

The freezer is operated by a 1 hp. motor. It was supplied by the Kelvinator-Raff Corp. of Springfield, which, with the Frederick T. Raff Corp. of Hartford, has recently installed four similar outfits in nearby territory.

THREE DAIRIES NOW SELLING
'FAST-FROZEN' ICE CREAM

ST. LOUIS—"Fast-frozen" ice cream is now being featured by the City Dairies Co., Inc. of this city. A similar development has been announced by the J. M. Horton Ice Cream Co., New York City, a subsidiary of the Borden Co. In Detroit the Gabel-Risdon Co. is widely advertising the new product.

Better Noonday Meals
Is Campaign Aim
Of Council

DETROIT—To effect the serving of more healthful noonday meals by every hotel, restaurant, and cafeteria in the city will be the aim of the Detroit Dairy and Food Council when it opens its "Noon Meal Campaign," Sept. 1.

Council staff members, under the direction of Norman S. Grubbs, secretary of the council, have investigated the type of noon meal served in the average restaurant, and believe that the foods, although usually tempting in appearance, lack many necessary health-giving elements because of either poor selection or improper preparation.

Nutrition experts employed by the council will endeavor to secure the cooperation of restaurant and hotel owners in teaching managers what to serve, and how to prepare foods so that they will furnish maximum nourishment for

(Concluded on Page 3, Column 3)

ICE-O-MATIC DEALER MAKES
THREE INSTALLATIONS

BRIDGEPORT, Conn.—The Oscar B. Bertilson Co., Ice-O-Matic dealer, recently installed a large florist's display refrigerator, equipped with Ice-O-Matic B compressor and Larkin coil, in the Lola Flower Shop, according to Henry L. Bertilson, commercial manager.

A market refrigerator of 12 cu. ft. capacity, with a B compressor and Larkin coil, has been installed in the Black Rock Lunch.

CRUSE OFFERS GUARANTEE
ON COMMERCIAL MODELS

LOUISVILLE, Ky.—A three-year guarantee on commercial refrigerators covering defective material and workmanship is announced by the Cruse Refrigerator Co., of this city.

One of the recent installations, according to officials of the company, was that of a newly designed fruit and vegetable display case, known as the Cruse Vegeterian, in the market operated by Kenneth Stonecipher in New Albany, Ind.

The case purchased by Mr. Stonecipher is 10 ft. in length, 35 in. wide at the bottom, and 54 in. high. It is insulated with two inches of corkboard and lined with Cop-loy metal.

Four doors provide access to the compartment in which the vegetables and fruits are stored. Six bins in the bottom of the counter hold about 1½ bushels of perishables. The two upper tiers are divided into four compartments.

Models similar to this case, company officials stated, are offered in 6, 15 and 20 ft. lengths. All of the models use the overhead system of refrigeration and are designed for either ice or mechanical refrigeration.

DUBUQUE PACKING CO. WILL
BUY NEW EQUIPMENT

DUBUQUE, Iowa.—Installation of refrigerating, conveying and other equipment to cost \$100,000 is planned by the reorganized Dubuque Packing Co. The changes will be made in the meat packing plant.

'GET COLLEGE YOUTHS IN TRADE' - MILLER

MILWAUKEE, Wis.—"The job before the grocery trade is to get younger men of trained intelligence into the business," Samuel T. Millar, president of the National Food Brokers Association, said in an address, which was read by his secretary, at the Monday afternoon, July 6, session of the thirty-fourth annual convention of the National Association of Retail Grocers.

"We in the grocery business are like people in many other industries," the speaker continued. "We need brighter, younger, and better educated boys in the retail field."

Because of the suppression of individuality in modern business and the loss of personalities in large industries, Mr. Millar in his speech told the grocers of the attractiveness of the retail field for young college graduates.

"The college boy set up in business by his father will attract the consumer tremendously," the speaker said, "through his bright, clean appearance, optimism, ambition shining through his eyes, decency and education."

"A boy can start in the retail grocery field and make \$2,500 his first year. He has ample opportunity for his individuality and personality, and his future success will be in direct ration to the amount of work expended, advantages grasped, and his liking and qualifications for the business."

Mr. Millar's secretary said that retailing is only small as long as retailers remain small in vision and courage.

"In years past we have each performed our tasks as brokers creditably, as is evidenced by the excellent products available under well known brands now offered through your establishments," Mr. Millar continued, "and the excellent job of distribution which has been so admirably accomplished."

Broker Radiates Confidence

The food broker of the right type and standing, should be a safeguard and guarantee to you, and should radiate a feeling of confidence to the retailer in the locality in which he is situated. Here you have an expert, highly trained sales executive, representing lines of merit only, and at a sales cost that cannot be equalled by similar efforts on the part of the manufacturer, packer or canner, who may at times endeavor to carry on this work.

A great percentage of reliable information concerning conditions, packs, weather and prices as affecting items handled emanate from the food brokers' offices and then finds its way through various sources and channels to the retailer."

Mr. Millar said that studies of the distribution of food products show that the public opinion demands that all business be operated more economically and more efficiently.

I know of no surer guarantee of its accomplishment than from the original or creating source on the one end, through the broker," he stated, "at the lowest possible selling cost, to the proper medium of distribution into your hands where the public may be safe in all purchases.

I want to take issue with a certain wide spread group of people who have within recent years evidenced pity and sympathy for the retail grocer. They have failed to be far visioned, for their comparisons were made at a time when the world was still enjoying an inebriated condition brought about by the upheaval in all order, and a false condition in economics. It was then possible for a young man just out of college to step into some type of stock selling or other similar speculative business, and enjoy large immediate returns. But these returns came from people like yourselves, who had worked hard and intelligently for their accumulations.

"What I feel the retail trade needs is more successful men like you. Be not afraid to hold out promise to your own sons in the retail end, when they are properly educated and trained for it."

BRIDGEPORT FOOD STORES GET REFRIGERATION UNITS

BRIDGEPORT, Conn.—(UTPS)—Installation of electric refrigeration units in local food stores has been reported by J. E. Logan, commercial manager for Tucker Machine Co., Kelvinator distributor.

The installations are: Otto Goztowt market, WF-42 compressor and XO-140 coil to cool small walk-in cooler; Anthony Verilli, F-32 compressor and XO-100 coil for small walk-in; Frank Bennett, Weston, R-10 compressor and XO-140 coil for walk-in, and National Mfg. Co., CW-40 water cooler for factory.

MILWAUKEE PACKING CO. WILL ENLARGE PLANT

MILWAUKEE, Wis.—The Plankinton Packing Co. is planning to construct a warehouse and storage addition which will be five stories high, 189x146 ft, and of brick and concrete construction.

The new building will take care of the freezing, dry storage, produce, egg and pickle divisions. The cost is estimated at \$300,000.

Model Store Interests Grocers



Accessibility of all goods is the chief feature of this model food store, which was erected in the Milwaukee Auditorium for the annual convention of the National Retail Grocers' Association last week. With the exception of the low temperature case in the foreground, which is a Zeromatic, all refrigerators in the store were furnished by McCray.

GROCER EMPHASIZES QUALITY OF PRODUCT

MILWAUKEE, Wis.—"Retail grocermen should be everlastingly vigilant to discern the true quality of grocery merchandise," J. C. Harline of Associated Grocers, Kansas City, Mo., told delegates to the National Association of Retail Grocers at the Wednesday afternoon session, July 8.

The kind of quality is the first consideration concerning the merchandising of groceries," the speaker continued. "A merchant should be fearful of selling merchandise of unknown quality."

He said that it was always profitable for retail grocers to sell good quality merchandise. But it holds true now more than ever, because the consuming public is seeking good quality first and price second. All buyers of grocery merchandise should pay strict attention to quality.

"When the retailer always obtains good quality merchandise, he will only have good quality for sale," Mr. Harline continued. "When the retailer sells good merchandise, he maintains a good volume of trade, hence he is a better customer of the cooperative enterprise."

"Good quality merchandise from manufacturers to the retailer cooperative warehouses passed on to retailers outlet stores passed on to satisfied consumers predicates mutual prosperity for the cooperative company, the retail merchant, and consumers."

In discussing labels, the speaker said that most canning factories have their factory labels and also use private labels for those who want them. Labels identify merchandise and make it possible for us to feature our pet brands. When a label is advertised extensively and vigorously, we now call it a nationally advertised article.

More Label Information

The merchant should carry a controlled line of factory or private label canned merchandise wherein the fair profit could be obtained," Mr. Harline suggested. "If he is very sure his private label or controlled label covers good quality merchandise, he will naturally push it in preference to nationally advertised products."

He suggested that labels have more information printed on them than now appears, as on every can should appear the size of the can, the grade of the merchandise and the net weight of the contents.

"One of the great problems of every wholesale grocery house is broken cases," he said. "The problem is even greater in the retailer-owned wholesale house because every member is taught to believe that he can buy one dozen as cheap as a hundred cases. The broken case room is the answer to the problem in many warehouses, but this is expensive for the warehouse. Many retailer-owned warehouses break cases but leave the broken cases in stock and fill orders from them."

"A great deal of merchandise is packed in cases that are too large any way," the speaker continued. "Manufacturers can pack small cases just as cheaply as large ones, because they are equipped to do so. Certainly there would be an economic saving if the effort expended breaking cases at wholesale grocery houses were eliminated."

Mr. Harline said that every retailer-owned wholesale house should encourage its members to modernize their grocery stores as every tier of shelves in a modern store is a salesman, pricing

Buying Power Open to Small Store, Speaker Says

MILWAUKEE, Wis.—"The small volume store plays an important part in the perpetuation of the independent grocers," William H. Stellhorn, treasurer of Independent Grocers of Maryland, said in his talk to national retail grocers here on "The Small Volume Store."

"Because of cooperative institution, the small volume store has buying power equal to that of the large store and the grocer has a closer contact with his trade," the speaker continued. "The grocer is not burdened with the heavy overhead of his larger brothers."

The majority of Mr. Stellhorn's speech was devoted to experiences in operating his store in Baltimore. One of the main sales points of the small store, based on the speaker's experience, is "personalized" selling and another is the extension of aid in times of stress.

"With clean stores, modern equipment, fair prices and service, the small volume grocers are unconquerable and no chain system can put them out of business," he continued, "if they keep on their toes. They will live, they will continue to grow and to prosper because they are a neighborhood necessity."

The growing fraternalism in the association is making the Baltimore association of independent grocers more valuable in the opinion of Mr. Stellhorn. The stores are making improvements, modernizing their equipment, and many are employing electric refrigeration.

ICE-O-MATIC DEALERS IN CALIFORNIA ORGANIZED

LOS ANGELES—Fey and Krause, recently appointed distributor for Williams Ice-O-Matic in southern California, reports the organization of a dealer group of 50 with an expected increase to this number within the next 30 days. The distributor has recently installed eight refrigerators in an apartment house at 1232 Edgemont Drive, Hollywood.

MOUNT HOLYOKE COLLEGE PURCHASES 5 UNITS

HOLYOKE, Mass.—Five General Electric refrigerators, three of Model CS-270 and one each of Models PS-4-17 and CS-277, have been installed by Ned Squire, local dealer, in faculty houses and dormitories of Mount Holyoke college and dormitories of Mount Holyoke.

merchandising, who works continually, selling to interested buyers.

"There is a great opportunity for retail clerks to improve on salesmanship," he added. "Some clerks seem to be frightened when customers ask them questions. With our retailer-owned wholesale houses we have improved on the distribution of food merchandise and we have improved our merchants and their stores but we have neglected the clerks. We must devise some means of improving our clerks so they will be better salesmen."

The speaker pointed out that most of our retailer-owned wholesale houses have some method of contracting their members. Some have a man who calls on members at regular intervals, others have frequent meetings, and some use weekly bulletins. All are good.

POSITION IS SOUND, N.A.R.G. HEAD CLAIMS

MILWAUKEE, Wis.—"The position of the individual grocer is sound as he is meeting the public demand for distribution at absolute minimum cost, while preserving all the valuable features of this type of distribution," E. S. Berthiaume, president of the National Association of Retail Grocers, said in his annual message to the thirty-fourth annual convention here.

In his annual address, the president traced the development in the association and the retail field during the past year.

"No other type or system of retail distribution has yet found the key to the universal acceptance and success of the individual type, which because of its inherent value, will forever remain the people's choice," the president continued.

"We must recognize the fact that the retail grocery business no longer travels a one way road," Mr. Berthiaume said. "There are now many avenues instead of one, all leading to the same end, namely—that the public may be served. Some of these have passed the experimental stage and have made for themselves a lasting place in the industry. The new retailer-wholesaler relationship has given a definite character and a practical body to the voluntary group of independent retailers, which as it is surely destined to expand and grow in strength and efficiency, promises to contribute much to the attainment of economic distribution."

Movement Economic Factor

The president declared that the retailer-cooperative movement, wherein the retail grocer exercises his privilege to assume the ownership and control of warehouse distribution and those merchandising and store services which he needs to have, is no longer an experiment, but an accepted successful institution.

"While retailer-owned warehouse distribution and retailer cooperative enterprise has been successfully conducted for 40 years," he continued, "it has only in the last few years demonstrated its position as an economic factor of major importance. That it is such, wherever able management and direction has adhered to sound business conduct, is well known."

The retailer cooperative enterprise is primarily concerned with the task of finding the safe minimum wholesale markup or merchandising moving through the wholesale house, consistent with sound business practice, rather than the safe maximum, and that is also the object of the modern independent wholesaler and the voluntary group.

"Another distinct group of great and growing importance is the departmentalized food and grocery market," Mr. Berthiaume continued. "These merchandising units have been very helpful factors in meeting chain store competition."

The radio broadcasting program, on which a report will be submitted by the chairman of the consumers' cooperative committee, did not fare so well," the president reported. "Credit must be given to the associations which signed up for its use, but unfortunately not a sufficient number signed up for it to underwrite its production cost. To avoid what seemed an unwarranted continuation of promotional expense the board ordered that further efforts to put it over be discontinued. It is my candid opinion that we are the losers for our failure

GROUP LEADER TELLS ORGANIZATION AIM

MILWAUKEE, Wis.—"As a result of the retailer-owned wholesale grocery movement, the retailer is in a position to devote his time to store management and selling, which are the important factors in developing the retail grocery business," Frank E. Allenberg, Associated Grocers, Inc., of St. Louis, said at the Wednesday afternoon session of grocers convention in explaining group service activities.

Because the purchasing problem is solved, the speaker believes that the houses should devote their time to retailers in helping them secure consumer acceptance through proper store arrangement, and attractive store fronts and interiors.

"The wholesale houses have been held back along these lines by the retailers themselves," Mr. Allenberg continued. "Dealing individually with these grocers, it is not so easy to convince them of the necessity of unified cooperation all down the line."

He said that despite the diversity of interest, it is the problem of the retailer-owned wholesale grocery companies to harmonize them insofar as it is possible. It is our duty to aid all of them in every way that we can and we must direct our efforts with that object in view.

"We should give serious consideration to the employment of a service man who contacts the retailers and is a combination merchandiser, store planner and sales builder," Mr. Allenberg proposed. "Some of the houses have adopted this method, but it seems to me it is highly necessary to develop this service to the maximum capacity if we are to keep pace with the corporation chains as well as the voluntary chains."

"It is our job to aid those manufacturers to get distribution who are fully cooperating with us," he added. "We should have better reception from our grocers in obtaining distribution through all of our retail connections so as to be in a position to tell manufacturers what we can do for them in placing their brands to the best advantage."

Cooperative Delivery

The speaker said that a service which could be developed and bring about a saving to members is cooperative delivery. This has been tried by individual grocers without an affiliation, but with the closer friendship which prevails among our retailers the obstacles of previous efforts should be overcome.

"Another thought that is worthy of consideration," Mr. Allenberg declared, "to improve the knowledge of grocers identified with these cooperative enterprises, is a sort of school at monthly meetings whereby tests can be made of different grades of products handled in stores. The grocer cannot know too much about why one product is worth more than another."

Another phase that the speaker proposed is a sort of experience meeting at which qualified members can tell the other grocers how they handled this or that question, whether it applies to credit, display of merchandise, pricing, treating customers or any other angle of the business.

"There should be constant contact with members so they will be fully apprised of all that is going on of importance," he continued. "This can be done in weekly bulletins and in special ones when that becomes necessary."

Mr. Allenberg pointed out that persistent advertising is no longer a doubtful quantity in the grocery business as it is the modern way of getting before the public, and in addition places the retailers in a position to enter into advertising competition with his chain store competitors.

FAN-FRIZ CONFECTION MADE IN CALIFORNIA PLANT

OAKLAND, Calif.—(UTPS)—Fan-Friz Co. has begun production of a frozen food confection named "Fan-Friz." It is planned to develop a variety of confections under the one general name.

Larger quarters with refrigeration equipment will be required, as the trial productions of "Fan-Friz" are meeting with public acceptance. Partners in the venture are W. B. Earles and A. Ferreira.

to sustain this broadcasting program." Mr. Berthiaume told the retailer that the program of the bureau of business training, largely because of the condition of the times this last year and other more pressing activities, has been quietly waiting.

"The independent retail grocery business has amply demonstrated," he said in closing, "its indestructible character by its ability to shape itself to successfully meet and absolutely check the keenest and most aggressive and ruthless competition."

"Without any advantages and even at a disadvantage, the independent grocer is not only surviving but is steadily forging ahead of corporate chain store competition and I am firmly convinced, he has hardly begun to show what he can do, with proper organization and leadership."

'ADVERTISING NEEDED BY GROCERS'—FRANCIS

MILWAUKEE, Wis.—That advertising is just as essential an ingredient to grocery products, just as vital to their acceptance as the selected raw materials and manufacturing integrity built into them was the message of Clarence Francis, president of Associated Grocery Manufacturers of America, Inc., before the Monday afternoon, July 6, session of the thirty-fourth annual convention of the National Association of Retail Grocers.

"There is no question," Mr. Francis said, "that the advertising selling forces enable manufacturers to build up a large volume with resulting economies in the purchase of raw material, in the development of new machinery, in the saving of manufacturing distribution and executive overhead, in packaging and packing, in the actual utilization of by-products which are wasted in small quantity operation."

Permits Research

"This volume also permits constant laboratory and kitchen research to improve the products and widen their usefulness," he continued. "It builds for us and for you permanent markets that survive periods of depression like the present; it builds markets that are immune to the whims and passing fancies of our consumers. Advertising creates an asset more valuable to our products than the plants that produce them."

Mr. Francis said that the consumers find nationally advertised foods always possessing a known standard quality because the advertising has committed the manufacturer to recognize standards of excellence. The consumers look to advertising to teach them how to get the most enjoyment and nutrition from the foods they buy—to learn new uses, to discover what place these foods properly take in planning dietary progress.

"I should be willing to rest the whole case for advertising in the food field upon just two related premises," the speaker declared. "First, advertising, more than any other force, has built your business to the volume it now enjoys; second, advertising, more than any other force, makes your business pay."

Advertising Built Business

He said that there is little exaggeration in the statement that advertising has built the grocery business. It has taken out of the home and put into the grocery much of the merchandise on your shelves. It has created needs for products never made and never sold in the grocery stores before. Gelatinates for desserts and salads, scores of other prepared desserts, fruits and vegetables from other sections and other lands, all the prepared and ready-to-cook cereals, relishes, seasonings, etc.

"I wonder how great a burden of added selling expense would be placed upon the grocery trade if no grocery products had ever been advertised to the public," he continued. "Suppose that every article in every grocery store had to be sold by the clerk with no advertising cooperation. Suppose that item by item down your shelves not one product would move until you put behind it an adequate comprehensive sales canvass—often a demonstration—made by some one on your payroll."

Pay Retailer More

Mr. Francis continued to say that advertised goods pay the retailer more than those that lack advertising. They pay more because they speed turnover and sell in the greatest volume at the least sales expense. When retailers deal in advertised goods with efficient distribution they carry small inventories and carry them but a short time.

"Probably all of you are familiar with the investigations on this subject made by the United States Government a year or so ago in a typical trading area," the speaker pointed out. "Much of the data has been released in preliminary reports; the comprehensive final report is on its way. Product by product, the story is the same; profits in the retail food business come from the advertised lines."

Mr. Francis believes that there is no short cut in the selling needed to carry any product from the producer to the consumer. It takes energetic, consistent selling to move goods. The more the manufacturer does to sell his product to the consumer, the less there is left for the retailer to do. The less the manufacturer does, the greater the burden of the retailer becomes.

"Bare, bold price competition has never built an enduring business and is less likely to do so in depression times than in any other," the speaker explained. "When all thought of quality is sacrificed, when instead of cooperating with those things which are sound, opposing forces are put into motion, and when the tendency is to force prices down to a profitless basis, then not only will the individual adopting this course suffer but instead of contributing to the economic reconstruction he will actually have joined the forces of destruction."

"That a price market has developed to a great degree is an obvious fact and all are aware that the resultant volume has not proven an offset to dwindling that we have passed the worst."

Diner Equipped With Frigidaire

NEW BRITAIN, Conn.—Refrigeration equipment has been installed in Connecticut's latest dining car by the Connecticut Light & Power Co., Frigidaire dealer here. The diner, known as the Terminal Grill, combines a bus station and waiting room with a large restaurant containing a number of private booths.

A C-5100 1 hp. Frigidaire compressor supplies refrigeration for a 35 cu. ft. Belding Hall service box, a basement storage walk-in cooler of 5x5x6 ft. dimensions, and a specially-built fruit cooler. A 16-coil cools the Belding Hall refrigerator, while the walk-in employs a 1,254-coil.

Dry expansion system with special coils, combined with a float system, handles the fruit cooler, a special cork-insulated metal container 19 in. wide, 31 in. long, and 3 in. deep. Use of the dry expansion system in this arrangement makes possible the cooling of a shallow tray in which the employment of standard coils would not be practicable, according to Charles A. Duggan, commercial manager.

A T-200 water cooler has also been installed in the grill.

The power company has also installed two W-5100 Frigidaire compressors in the Nathan Strauss market. Four 1866F coils supply refrigeration for a walk-in cooler, 14x14x14 ft. in dimensions. The cooler is used for storage of meat.

BRIDGEPORT GROCERS TO EQUIP FOOD WAREHOUSE

BRIDGEPORT, Conn.—A complete refrigerating system will be installed in a four-story building at 606-608 Water St., shortly to be occupied by Mutual Circle Stores, independent grocers' cooperative organization.

The building, to be used as a food warehouse, contains 15,000 sq. ft. of floor area. The organization now numbers 107 stores. Martin H. Cohen is managing director.

WILMINGTON STORES FORM VOLUNTARY CHAIN

WILMINGTON, N. C.—Plans for a complete organization of the voluntary chain of Home Service Stores are being made. The group includes 15 Wilmington stores.

TEXAS FROZEN JUICE CORP. TO BUILD PLANT

HARLINGEN, Tex.—Plans are being made by the Texas Frozen Juice Corp. for the erection of a \$65,000 plant to freeze 300 cars of citrus fruit a season.

Profits but that on the contrary has resulted in increased cost at a reduced net."

The speaker said that this price struggle is not alone confined to distribution, as manufacturers are not altogether blameless.

"Profit must return to the distributing industry not for its sake alone but for our economic and social progress," Mr. Francis stated. "Today seeking for special advantage takes many forms. We have the struggle for price advantage which we have just discussed, and then there is the very important question of special compensation for service. Then we have the struggle for advantage which we think may be gained from legislation."

The speaker said that actual service payments of a legitimate nature should not be confused with "special favor" expenses. The difficulty arises when the parasites begin and the rackets start and people attempt to get rewards simply because their neighbors have received them. Too often because our competitor is actually more efficient we assume it is because he has been given a special advantage.

"When it comes to legislation," he said, "we may blame our legislators for this condition but we know that the majority of our laws come as a result of pressure from their constituents. In just one branch of the manufacturing industry over 150 bills have been presented and acted upon this year by the states."

"If anyone is so unintelligent to think that we can cure an economic condition by statute we have come to a sorry pass. When legislation is plainly devised to gain undue advantage then it is time to call a halt. Trying to cure inefficiency by legislation is a fallacy. This legislative hysteria should at least be given a strong local anesthetic and laid on the shelf, otherwise it may prove to be a boomerang."

Mr. Francis urged that the food industry accept the challenge resulting from the depression and bring back faith and confidence through cooperation and common sense legislation.

"Confidence is being established by the recent reparations suggestion throughout the world," he said in closing. "This depression cannot and will not last forever. Nearly all previous depressions have ended in July and August. Replacements must be made and will be made with money from new crops. It is a good gamble and I believe

Frigid Foods, Inc., Plans Campaign To Distribute Frozen Fruits

(Concluded from Page 1, Column 1)

volume of advertising and promotional material now being used by the corporation.

If occasion demands, distribution of frozen fruits will be extended to the Omaha plant, which is now equipped solely for preparation and distribution of frozen eggs. The Detroit plant was the first of the three to try the new project, and the Cleveland plant followed.

During the past two years, the plants, while completely equipped to freeze, store, and sell frozen eggs, have handled the freezing of fruits and berries merely by buying the entire crop of a certain section, shipping by trucks one of the company's 18 sets of portable canning apparatus to the site, and then canning and freezing the products at the nearest freezing plant, leased for the purpose.

Following this, the cans were shipped to the main plants, where they were stored before distribution.

At present, 150 persons are employed by the Detroit plant, 110 by the Cleveland plant, and 80 in Omaha. Most of their work is connected with the freezing of eggs, as each plant, during the months of March, April, May and June, has a daily output of 30,000 pounds.

During the remaining eight months of the year, eggs are not of the highest quality, and the plants remain open only for distribution and storage purposes.

Three types of egg products are frozen and canned—egg whites, egg yolks, and the complete contents of the egg. Each morning a fleet of trucks is sent out from the plants to bring in eggs from farms and communities nearby.

When the eggs are brought to the

BETTER NOONDAY MEALS AIM OF DETROIT COUNCIL

(Concluded from Page 1, Column 3)

those persons who must each day eat luncheon at some restaurant near their places of employment.

Dietitians will start the drive by concentrating their efforts on one restaurant until the desired results have been secured. They will then pass on to another, work there until the quality of meals has been raised, and so on until they have given instruction in every eating place in Detroit.

"We realize," says Mr. Grubbs, "that the task is a great one, and cannot be completed in a few weeks. Some owners will probably even oppose us, but we believe that we can do much to insure the city-worker more nourishing meals through the drive."

This is only the newest of a series of drives which have been made by the Detroit Dairy and Food Council, since its formation six years ago. Before that time, local health organizations received aid from the National Dairy Council of Chicago, of which the Detroit organization is a branch.

According to Mr. Grubbs, the purpose of the council is to make the public "health conscious." Particular efforts are devoted to students in grade schools, high schools, and colleges in and about Detroit. Correct diet is the subject of the council's most concentrated instruction.

The council's health work is made possible through funds from two sources. Each month, each dairy and creamery in the city pays to the council a small percentage of its income from the sale of milk or milk products. To this sum the Michigan Milk Producers' Association adds an equal amount.

This total comprises the council's sole income, as all services rendered by any of its members in schools, churches, or other institutions are absolutely free.

At present, the organization is carrying on some type of health work in 650 schools in Detroit and its vicinity. In those schools where the board of education is in direct charge of health betterment, the council only cooperates wherever possible.

In schools, however, which have no organized health promotion activity, the council takes complete charge, and not only conducts examinations of students and suggests change of diet and habits, but gives the teacher of that group a course of instruction in which she learns how to carry on the health program without constant assistance from council workers.

Included on the council's staff of 13 members are nutrition experts, dramatic directors, story-tellers, clothing experts, and playground managers—all of whom work in schools, churches and other public institutions to improve health conditions. Each staff member is a college graduate.

Assisting the council are various local doctors, clubs, and individual public-spirited citizens. The Detroit board of education each summer gives the council aid by giving it the names of three teachers in the entire school system which it considers most outstanding.

The council then employs these persons to work during the summer in discovering weaknesses in the council's

ELIMINATE EVILS IN TRADE, SAYS JANSEN

MILWAUKEE, Wis.—Elimination of trade abuses and evils which violate the doctrine, "The Public Be Served," is the problem facing the National Association of Retail Grocers in the opinion of C. H. Janssen, secretary-manager.

"The public may not be conscious that it pays for our mistakes, and our shortcomings, but it does," the secretary said in his annual report. "It pays for our failures and it pays for our unfair and uneconomic trade practices."

"Today's inequality of opportunity in the retail grocery business," Mr. Janssen continued, "is not nearly so much the result of differences in types of stores and operation as to the incorporation of questionable individual business practices in our large scale operation. The difficulty encountered in our endeavor to effect trade reform is that these trade practices are unethical trade customs of long standing; practices common to the single traders of all time."

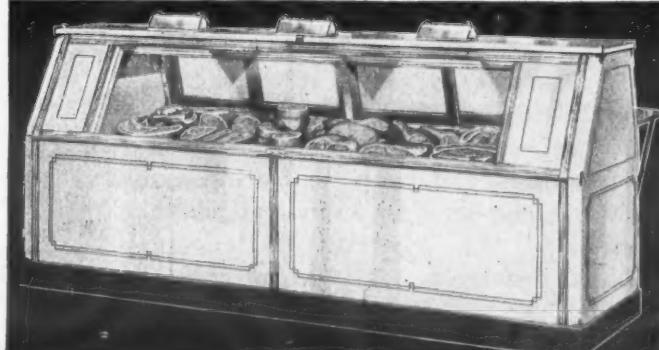
The speaker said that the common sense of the industry recognizes this situation as existing, is evidenced by its effort to set up a grocery trade practice conference, which seeks nothing more or less than to establish a law merchant for the grocery industry and to set up practical measures for its enforcement.

"The association must encourage every sound, practical thought and action which promises improvement of the industry as a whole and advancement of every individual in it," Mr. Janssen explained. "It must extend to its membership and urge upon them the fullest freedom of action consistent with its basic purpose, to work out their individual business salvation."

Secretary Janssen explained that if the battle for the individual type of distribution is to be victorious, it is not only necessary that such an agency as the National Association of Retail Grocers effectively initiate and direct industry thought and action and movement, but that proper agencies direct the improvement of the individual in technical, trade and merchandising knowledge and by cooperative action secure for him those physical advantages which power of volume and group action command.

"The National Association of Retail Grocers must look with favor to the continued growth and prosperity of merchandising groups without lessening its interest in the individual operator or being prejudiced," he concluded.

Refrigerator DISPLAY-STORAGE in a Handsome NEW McCRAY



The McCray Model No. P3210 for Machine Refrigeration

HERE is a double-utility case for use where space is limited or as an auxiliary in the larger stores. Has 15 square feet of refrigerator display space and twice that amount for storage. Both compartments cooled by same unit. Handsome appearance, efficient service, low operating cost. Dealers in Electric Refrigeration should send now for complete information about this, and other McCray models.

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'The Public Be Served'

IT WAS a sane and forward-looking group of independent merchants who gathered in Milwaukee last week for the thirty-fourth annual convention of the National Association of Retail Grocers.

These men have a problem, a vital problem. Their continued existence, they hear, is being threatened by the growth and spread of chain stores. Yet these independent grocers in convention assembled did not spend their time ranting about the methods or policies of the chains, neither did they call upon high heaven or the United States government for succor and assistance in meeting the challenge of their common "enemy."

Instead, they agreed with Governor Phil LaFollette of Wisconsin that "you can't make a good merchant by passing a law" and spent all their time considering ways and means of improving their service, rather than in fighting or preparing to fight chain stores. They admitted that the chains deserved their success, and sought only to emulate or better their performance.

"The Public Be Served." That was the theme of the convention, and it was the spirit which pervaded the sessions. Their salvation, all agreed, lies in giving better service than their competitors. From all over the land successful merchandisers were invited to get up on the platform and tell how they did it. Suggestions were practical, and pencils flew over notebooks during these speeches as the grocers jotted down ideas which they might work into their own business systems.

Personality

Most important of the assets of the grocer, the speakers concurred, is his personality. His knowledge of the community and its people can be turned into profits, it was pointed out, by catering to the particular needs and desires of individuals, by injecting the atmosphere of personal friendship into business transactions, and by remembering anniversaries and keeping in close individual contact with his clientele.

Also stressed heavily was the idea of stocking and capitalizing upon quality merchandise. "If you can't undersell, put better goods on your shelves, charge what they are worth, and advertise the fact that you are offering quality products," was the advice reiterated time and again at the convention.

Improved store appearance, modernization of equipment, and other advances and refinements used with telling success by chain stores were urged strongly upon the retailers. The value of advertising, to which, speakers asserted, many individual retailers have not yet awakened, was expounded competently by several well-qualified speakers.

Concrete Suggestions

Getting down to concrete suggestions for improving service to the customer, perhaps the best idea produced in the convention was that of Katharine A. Fisher of Good Housekeeping Institute, who advised the grocers to help housewives plan their meals.

"Give them recipes and menus," she counseled, "and put all the foods needed for one of these model meals together on one table. Then instead

of selling a few items, you will sell the makings for an entire meal. And the housewife will be forever grateful to you, because planning meals day after day is one of her most harassing tasks."

Presentation of health foods, home economic demonstrations, and resumption of the old-time custom of giving bags of candy to customers with children upon the payment of bills were also advocated.

One grocer suggested that it was often worth while to help families keep within their budgets. He keeps record of the budget allowances for food established by his regular customers, and if they are about to go over the limit, he warns them, and suggests ways of making the budget stretch over until the next month.

As at the 1930 convention of this association in Dayton, Ohio, a model store was set up and displayed to the grocers. The one exhibited at Milwaukee stressed accessibility, "get-at-ableness." There were no counters. Everything possible was placed on tables at convenient height. Foods on the shelves which lined the walls were within easy reach of all but the smallest of shoppers. Contrasted with the stores which insist that customers keep on the other side of the counter, this model food shop invited everybody to come in and pick out what he or she wanted.

From the standpoint of the grocers, the very commendable feature of the convention was their eagerness to learn, and their resolve to go home and study their customers. Knowledge of the habits, likes and dislikes, and peculiarities of their clients will enable them to give better service and, as a natural result, make more profits, these men believe.

"The public be served." It hasn't been long since we heard, "the public be damned." But time and experience has proved the wisdom of the old adage that "he profiteth most who serveth best," and today's food store wants to get on the bandwagon. Surely no more fundamentally sound principle for operating a business can be found than the idea of service.

On Our Bookshelves

"THE MODERN GROCERY STORE"

Editor: Carl W. Dipman. Publisher: The Butterick Publishing Co. New York City. Publication date: 1931. Pages: 199. Price: \$2.00.

For from the beginning to the end of this complete little handbook, the editor "talks turkey"—his statements are backed by studies made over the entire country in stores which have consistently increased their profits, and he speaks as one with authority.

Although not denying that there are some exceptions to every rule he lays down, Mr. Dipman is surprisingly confident that his advice, if followed to a reasonable extent, will result in better business and greater pleasure in operating a grocery store. And this confidence seems to pass on to the reader to such an extent that even an aspiring book reviewer finds himself longing to vend prunes and soap chips, starting tomorrow.

The book was written to help the man who is still a "storekeeper" change his systemless room of food supplies into a scientific salesroom, and to become himself a modern sales engineer.

The evolution of the grocery store, he declares, is quite marked. Grocers are reaching out—striving for better stores, seeking to reduce operating expenses (yet improve their service), satisfy the fancies of the housewife, make their stores cheerful, increase their profits.

Full directions are given for building and operating a grocery store, from the very selection of a back partition location to choice of flower vases to be used atop the display shelves.

Mr. Dipman stands on his tiptoes and shouts of the importance of correct store arrangement. He declares that this will, as nothing else, increase sales and bring down operation cost.

Group fast sellers around the center of activity—the wrapping counter and cash register, he says. Display every item possible so that it may be seen, handled, smelled, even, insofar as sanitation will permit. Put no displays above eye-level. Don't crowd supplies together. Flood the place with light. Keep the store spotless. Use open shelves and display islands, wherever possible. Cut your counter space to a minimum. Price-tag your products, always. Don't make your store too big. Don't let your window backgrounds shut out sight of the store inside.

These, and dozens of other points are explained in detail in the 199 pages of the book, and are illustrated with scores of photographs and diagrams. Always when a fault of the average grocery store is pointed out, its remedy follows.

The model store once described, Mr. Dipman plunges into a series of explanations of special problems—how to arrange and operate a store with meat departments of varying sizes, how to manage a narrow store, what kind of display tables to choose and where to put them, how to arrange a good general store—that erstwhile humbo-jumbo mass of everything that was good only as a loafing place for the boys in the evening, how to arrange a fruit and vegetable department, how to bring charm to a grocery—something laughed at until a few years ago, how to construct an order room, how to light the grocery, how to build and decorate a store front.

An Editor on Wheels

Stories of Interesting PLACES in the Refrigeration Industry

By GEORGE F. TAUBENECK

Milwaukee

Beer. That's the first word which generally pops into one's mind when one hears the name, Milwaukee. "The beer that made Milwaukee famous," in truth deserved its sobriquet.

What has happened to Milwaukee since the coming of prohibition? At that question, uttered in all seriousness out in the hinterland, Milwaukee citizens throw back huge heads and laugh heartily.

They will tell you that in the year when Andrew Volstead's famous act went into effect, beer ranked fifth on the list of Milwaukee industries. At that time metal working stood first.

Proud citizens assert that Milwaukee leads the United States in the manufacture of steam shovels, dredges, excavators, cranes and hoists, all-steel and steel-tray wheelbarrows, motorcycles, electrical controls, heavy machinery (such as hydro-electric units and ore crushers), small boat motors and flour milling machinery.

They will also point with pride to their factories for the production of silk hosiery, toilet soaps, candy, tinware and enamel ware, leather goods, steel and grey iron castings, Diesel engines, caskets, and automobile bodies.

Business is good, thank you, and while Milwaukeeans may have their own ideas about prohibition, they still have ways and means of making a good living.

Let none believe, however, that Milwaukee beer belongs to the limbo of things dead and gone. It still can be had, and easily.

Within a block's range of the city Auditorium, for instance, at least three saloons are open and flourishing. A Milwaukee newspaper man told me he had catalogued some 3,000 beer-joints in the city telephone directory.

Mind you, these are not speakeasies, but saloons. No peep-holes, admittance cards, rickety stairs, boarded-up windows, or concealed doors. These beer-stations have the old brass rail, are on the street level, and are as frankly what they are as a hardware store or a barber shop.

The stained glass fronts of ye old-time saloon, which used to conceal topers from the public gaze, has been supplanted here by dirty muslin curtains. Six-feet-tall persons can see over these curtains; and occasionally one can see underneath, too, getting a Parisian sidewalk-stall effect.

Pretty barmaids are not uncommon. Barkeeps are generally fat and German.

Please don't mistake us: Milwaukee probably has less to drink than many cities. One rarely sees a drunken man on the streets. Crime does not flourish. But instead of around-the-corner, up-the-stairs, and through-the-keyhole speakeasies, Milwaukee has old-fashioned beer gardens and saloons.

And Mayor Daniel Hoan himself agrees with the wag who observed that the chief trouble with 4 per cent beer is the other 96 per cent.

Lest you think Milwaukee is all machine shops and beer dispensaries, we hasten to point out that some 136,540 homes are located within the city's corporate limits of 37 square miles. According to city officials, at least 50% of these homes are owned by the residents, and a plurality of them are one-family dwellings.

The average assessed valuation of these homes is around \$6,000. A number of mansions along the lake shore and the boulevard section of the west side are assessed at more than \$100,000.

If we don't cease and desist hurling statistics, someone is going to rise up in righteous wrath and say that if all the statisticians in the United States were laid end-to-end, it would be a good thing for the country.

The drive along the lake shore (Lincoln Memorial Drive) is especially pleasant. Castles look down from a steep bluff upon the snake-like road, upon scads of bathers, and upon boats ranging from the lowly scow to natty yachts.

Towers, a lighthouse, bronzed life-guards, bright beach costumes, and the grim majesty of Lake Michigan all add to the enchant-

ing panorama. In summer time, this lake front is engulfed with humanity.

Apparently Milwaukee has no slum districts. Everyone seems to be well housed, and the supply of grass and trees is abundant. Like Kansas City, there is a plenitude of tennis courts available.

Several public parks, one of which has 125 acres of woodland, also help citizens stay young. Mitchell Park has a surpassingly exquisite sunken garden, with which this whole kolyum might be occupied.

County institutions for the aged, poverty-stricken, insane, and diseased (including model T. B. sanatoriums) are grouped together west of the city.

If you meet Mayor Daniel Horan, who has held his high civic post for 15 years, he will twist his black mustache and convince you that the Milwaukee harbor, a six-million dollar project, is an unmatched municipal enterprise.

He will also aver that the city-owned museum and library is without a peer in its category, and that the vocational school, "for those who must go to work," is one of the foremost schools of its type.

Other schools include Marquette university, Milwaukee-Downer college, Milwaukee Country Day school, Mount Mary college, State Teachers' college, Concordia college, St. Francis seminary, Layton Art school, and the School of Engineering of Milwaukee.

Transportation service includes eight steamship lines, three trunk lines, two carferry lines, two air transport lines, interurban service, and six bus systems.

An almost forgotten American institution, traffic whistling, is preserved in Milwaukee. Instead of today's nearly universal stop-and-go signal lights, prominent street intersections in Milwaukee have cops stationed in the center, directing traffic with whistles.

The red-yellow-green signal lights are on duty at many points in the city, particularly in the outlying residential districts. But when you go downtown, at almost any point you can hear the shrill blast of the policeman's whistle.

Milwaukee denizens claim that their city is one of America's most popular convention sites. They don't presume that it rivals Atlantic City in that regard, but they do believe that they get a good middling-sized lion's share of the association gatherings.

An efficiently arranged municipal Auditorium houses these conventions. A low, spacious brick structure, the Auditorium has little waste space, and yet is large enough for concurrent general sessions, committee meetings, big exhibits, entertainments, and the general milling around and informal confabs which characterize all conventions.

Supplementing the Auditorium are the Schroeder-owned hotels, of which the "flagship" is the new Hotel Schroeder (one of Milwaukee's few skyscrapers) and the first mate is the Hotel Wisconsin.

Handling convention delegates keep these companion hotels pretty much occupied, according to men in charge. And handling delegates, believe you me, is an art.

"Milwaukee" is a name which often sounds as amusing as Oshkosh or Kalamazoo. It is, of course, an Indian name.

At one time the Ouisconsin tribe had a village on the present site of Milwaukee, which they called "Mahn-a-waukee" (good and beautiful lands).

The syllable, "wau," is repeated in the city names of Waukesha and Waukegan, and in the street, Wauwatosa.

Three rivers, the Milwaukee, the Menominee, and the Kinnickinnic, made the site of Milwaukee a natural meeting-place for the Indians.

Pere Marquette and Louis Joliet paused there on their road to the Father of Waters.

In 1795, Jacques Vieux established a trading post there for the North-western fur company.

And in 1818 Solomon Juneau, a young Frenchman, banded together a small group of pioneers and founded the present city of Milwaukee.

Although the Indians and the French may have been there first, the Germans now have the situation well in hand.

Poles are there in great numbers, too, but the German element dominates.

And the stolid, industrious, scientific, methodical, persevering German spirit comes very close to being the spirit of Milwaukee.

A PAGE FOR HOME SERVICE WOMEN

STRAWBERRY DISHES FAVORITE DESSERTS

By Mrs. Beulah Canterbury

THE housewife can add variety to menus by making strawberry desserts and strawberry drinks. Of course, first of all, that truly American dessert, strawberry shortcake, comes to mind.

For the woman who owns an electric refrigerator where the shortcake dough can be kept for several days, strawberry shortcake should find itself on the table for many meals.

The housewife can make enough shortcake dough for several cakes and keep it for days in the refrigerator, so that it becomes one of the easiest desserts to concoct.

Strawberry Shortcake

4 cups flour
4 tablespoons butter
4 teaspoons baking powder
pinch of salt
milk to moisten

Sift flour, baking powder and salt. Rub butter in lightly and when mixture is like fine meal, add enough milk to stick together. Put in refrigerator and when ready to use pat into shape in deep cake pan or in individual muffin pans.

Butter the top and bake in hot oven. Split with fork, butter insides and fill with crushed and sugared strawberries. Put crushed berries over the top and serve with cream.

Iced Strawberries

Hull strawberries and cut each one in two. Sprinkle liberally with powdered sugar and on top of that a layer of finely chipped ice.

The melting of the ice on top of the sugar makes a delicious juice and the berries are refreshingly appetizing. The berries should be prepared about half an hour before serving and set in the refrigerator.

Strawberry Cocktail

Mash one quart strawberries. Add juice of one lemon and one orange, one cup sugar and four cups water. Strain through a jelly bag. Put in refrigerator until cold and serve in tall glasses with three berries sliced in each glass. A little shaved ice may be added.

Strawberry Mousse

1 pint cream
½ cup powdered sugar
2 cups mashed berries
¼ teaspoon salt

Whip the cream, add sugar and berries and salt and turn into refrigerator pans for 4 hours.

Strawberry Torte

whites of 6 eggs
1 tablespoon vinegar
1 quart strawberries
2 cups sugar
1 teaspoon vanilla
½ pint whipping cream

Beat whites of eggs and sugar for 15 minutes with wire whisk or electric beater. Add vinegar and beat 10 minutes. Add vanilla and beat 5 minutes.

It will look like taffy when beating is finished. Butter two cake pans and bake mixture for 1 hour. Serve with crushed and sweetened strawberries topped with whipped cream.

Strawberry Whip

2 cups strawberries
1 cup powdered sugar
2 egg whites
¼ teaspoon salt
1 tablespoon lemon juice

Crush berries. Add sugar and lemon juice. Beat eggs till stiff and continue beating while adding strawberry mixture. Chill and serve with soft custard or whipped cream.

Strawberry Fluff

2 egg whites
½ cup powdered sugar
1 cup strawberries
1 tablespoon lemon juice

Hull and wash strawberries, add sugar and lemon juice. Beat whites of eggs till stiff, add other ingredients and serve ice cold in frappe glasses.

AIR, WATER ENTHUSIASTS BUY G. E. UNITS

MIAMI, Fla.—Air and water enthusiasts are the most recent purchasers of General Electric refrigerators. J. H. Wilson of George Patterson, Inc., recently completed the sale of a model SS-42 to be installed on the yacht "Boonie," which is being built in Germany. W. H. Euchner, another local salesman, has sold a PS-6 equipped with a D-30 unit to the president of the Chalk Flying Service.

NORTH CAROLINA CONCERN TO MANUFACTURE CANDY

HENDERSONVILLE, N. C.—Candy and other food products will be manufactured by the Star Mfg. Co., which was recently organized. The company will be located in the former building of the Hendersonville Produce Co.

Co-ed Makes Her Debut



The new home economics department of Stratton & Terstegge, Kelvinator distributor at Louisville, is now under the direction of Virginia Coffman, who completed her work at the University of Louisville in June, majoring in home economics. Assisting her at the first demonstration was Gertrude Jannsen, Kelvinator home economist. In the picture, Miss Jannsen and Paul Terstegge are facing the audience, while Miss Coffman is at Mr. Terstegge's left demonstrating a method of mixing ingredients.

Housewives Select Food Products on Basis of Flavor, Nutritive Value, Institute Head Says

By Katharine Fisher*

Director, Good Housekeeping Institute

IT was one of the favorite aphorisms of that renowned epicure, Brillat-Savarin that "the destiny of nations depends on the manner wherein they take their food." Few of us fully appreciate the great change that has taken place in American food habits since the turn of the century.

While our diet has become more diversified, our individual meals are simpler. Pie for breakfast is becoming a memory even in New England! Partly because labor-saving machinery is taking the place of manual labor and because of our comfortably heated homes we are eating less as we require fewer calories in our daily meals.

If a food product fails to measure up to our standards, we call this to the attention of the manufacturer, advising him as to the changes that seem necessary to us in making it more acceptable to the consumer. In doing this, our thought is, of course, to reduce to a minimum any poor cooking that may go into the can or other packages.

American housekeepers are unusually responsive to new ideas. They do resent being urged to buy a new product though they welcome suggestions and will usually try a new food once. But there will be no "repeat orders" if it does not quite suit their taste.

Should a customer, therefore, ask for a product that you do not carry, the wide awake salesman will not recommend a substitute as "just as good," or better, unless he has satisfied himself by actual test that it will measure up to his claims. Much of your slow moving merchandise may consist of products that your customers have tried once, but have not approved of.

Tested, Tasted, Approved

Would it not be to your advantage then to stock only those products that are "tested, tasted and approved" by those who are familiar with the food standards and tastes of the average American household?

Let me go a step further. Housekeepers often need assistance in using successfully or in a more versatile way, food products that are used as ingredients in cooking. This actually includes a variety of carefully tested recipes and methods, with some interesting menus as a setting for these recipes.

The claim that "you can't have a failure" in using a particular product is a type of advertising that may be quite misleading to the customer unless the claim is closely associated with adequate instructions for using the product.

Right here I would like to speak of the splendid educational or home service departments maintained by a growing number of our leading food manufacturers. These departments are directed by trained and experienced women, some of whom are well known to many of you.

They may be said to be the housekeepers' representatives within the food industry for they are developing and passing on to consumers the widest and best methods of using the products their organizations manufacture and distribute.

For, as I have already said, the housekeeper's rating of these products is based on both flavor and nutritive value.

*Address at National Association of Retail Grocers convention.

HOME SERVICE WORK VALUABLE TO DEALERS

(Editor's Note: This is the first of a series of short articles on the purposes and functions of a successful home service bureau, prepared by Edwina Nolan, home service director for the electric refrigeration department, General Electric Company.)

By Edwina Nolan

THE home service bureau for the electric refrigerator distributorship has proved invaluable wherever it has been given a fair trial. In most cases now it is indispensable.

As most distributing organizations function in a different manner, so home service bureaus serve differently, although the goal is the same in all cases—increased sales.

One bureau may not have a model kitchen and those in the bureau may spend all of their time contacting users and prospects. Another may place emphasis on lectures and demonstrations in the distributor's model kitchen. Another may assist dealers. And still another may place most importance on the staging of bridge parties and tea parties for club women.

Operations of Department

For the larger distributor, however, who wants a well-rounded home service department, there are, to my mind, eight major operations of such a home service bureau. They are:

1. To interpret the viewpoint of the manufacturer to the housewife and to interpret the housewife's viewpoint to the manufacturer.
2. To serve as a clearing house for information.
3. To assist the research department.
4. To spread the gospel of electric refrigeration.
5. Indirect sales.
6. Increase the sale of electrical appliances.
7. Increase the consumption of kilowatt hours.
8. Establish a more friendly relationship between the customer and the company.

There are many instances in which the home service director has brought back ideas for refinements of the refrigerator and for new accessories through her contact with users. Many of the accessories which are in use today were originally suggested by users. Then, too, there are certain things about the electric refrigerator which the housewife does not always understand. It is up to the home service director to explain the manufacturer's viewpoint to the housewife.

Must Answer Questions

In serving as a clearing house for information, the home service director is called upon constantly to answer questions of users as to certain recipes for salads, desserts, and refrigerator dishes; as to the best manner of caring for the refrigerator; as to the best method of defrosting; as to the proper storage of foodstuffs and so forth. Salesmen, too, call upon her to aid them in closing certain sales.

The research work is important. Every home service director should constantly experiment with the refrigerator to develop new uses for it and to bring out new recipes.

This work will help her in educating others as to the value and conveniences of the refrigerator.

Then, again, many home service directors have made direct sales, and all of them have been influential in making indirect sales. They are constantly telling users of the advantages of electrical appliances and thus they are increasing the sale of kilowatt hours. Moreover, they are establishing a more friendly relationship between the customer and the company.

BORDEN STARTS SELLING FROZEN ORANGE JUICE

BRIDGEPORT, Conn. — Borden's Farm Products Co. Inc., has started distribution of frozen orange juice here through its regular delivery system.

Extensive newspaper advertising is being used to promote sale of the new product. The half-pint containers of juice are sold at 14 cents. Delivery was started July 3, and branch managers report that sales are satisfactory.

MISS BICAISE HOME SERVICE DIRECTOR FOR DEALER

ST. PETERSBURG, Fla.—Miss Clara Bicaise has been appointed director of the newly organized home service department of the Pinellas Electric Refrigeration Co.

Miss Bicaise conducts demonstrations in the stores and also makes personal calls on present users of electric refrigerators and prospects.

(Concluded on Page 7, Column 4)

LITTLE STORIES OF INTERESTING
PEOPLE
IN REFRIGERATED FOOD FIELDS

The N. A. R. G.

Although the National Association of Retail Grocers was not incorporated until 1906, it is really almost 38 years of age, old-timers among the grocers who assembled at Milwaukee last week declare.

The occasion of its real birth, these patriarchs of the association point out, was Retail Grocers' Day at the Chicago World's Fair, August 31, 1893.

At that time the protracted and extremely bitter fight for the enactment of pure food and drug laws were just beginning. Adulterations were flagrant, substitution was frequent, products were being constantly cheapened, fillers and quackery were rife.

Col. E. A. Stevens of the Enoch Morgan's Sons Co., who was popularly known as "Sapolio Stevens," was invited to speak before the above-mentioned World's Fair assemblage on the Padock Pure Food Bill, which Congress was then considering.

Able and forcefully Col. Stevens urged concerted action from retail grocers all over the land on this measure, and advocated the formation of a national grocer group to take care of just such matters as this.

Following Col. Stevens came Carter Harrison, then mayor of Chicago, who heartily endorsed the suggestion of Col. Stevens.

The two speakers aroused an immediate response. On the motion of Fred Lorenz of Minneapolis, R. H. Liddell, a Chicago grocer, was made temporary chairman of the meeting. J. T. Farrell moved that a national organization be formed. It was.

J. W. Callahan of New York City was elected president, George Scherer of Peoria, Ill., became vice president, John T. Burgess of Chicago was named secretary, and Fred Lorenz of Minneapolis became treasurer.

The national scope of this original body is indicated by the roster of directors, which included men from New York, Minnesota, Illinois, West Virginia, California, Ohio, Michigan, Pennsylvania, Wisconsin, Indiana, Alabama, Montana, Iowa, Maine, and New Jersey.

Rapidly grew the association.

It promoted harmony between the then antagonistic groups of manufacturers, wholesalers, and retailers.

It consistently opposed monopolies.

It lobbied for uniform pure food laws, and honest weights and measures.

It attempted to discourage the use of coupons and trading stamps.

It helped establish uniform credit rating systems.

Today the N. A. R. G. has local and state affiliated bodies in 42 states. And judging from the reports of its national officers at the 34th annual convention in Milwaukee last week, and from the character of the convention itself, the association appears to be flourishing.

The Asparagus Club

Twenty-seven years ago an American grocer and an English nobleman sat across from each other at a table in the diner of a Canadian National railway train.

This train was speeding toward Portland, Ore., where a convention of the N. A. R. G. was to be held.

Beginning with a mutual fondness for asparagus, the pair soon formed a fast friendship. They decided then and there to form an "asparagus club."

The American took the idea seriously, and at the Portland convention he organized his convivial group. Each member was to be known as a "tip," and the entire club became a "bunch" of good fellows.

From the entire membership list of the N. A. R. G., only 100 can belong to the Asparagus Club at any one time. Membership has been extended across the Atlantic, however.

At each convention the club holds an annual banquet, to which other convention delegates are invited, and a breakfast—for members only.

Fun, of course, is the club's only object.

G. A. Bartel of Council Bluffs, Ia., is the new president of the Asparagus Club.

Other officers include: C. J. McPherson of Portland, Ore.; H. E. C. Stolzenbach of Baltimore; John Green of Cleveland; L. F. Padberg of St. Louis; C. L. McCall of Waynesburg, Pa.; and A. S. Werremeyer of St. Louis.

• THE DISPLAY CASE •

By GEORGE F. TAUBENECK

E. S. Berthiaume

Solid and aggressive in appearance, E. S. Berthiaume, retiring president of the N. A. R. G., looks very much like the type of independent retail grocer to whom chain competition is merely an incident in the day's business, and who feels himself capable of making money without governmental aid.

He is chunky, partially bald, wears large glasses. His high voice issues from a ponderous head. He talks fast and without effort. Entirely emotionless he seems.

John Coode

Quite different is John Coode, who preceded (as 1929-1930 president) Mr. Berthiaume in the moderator's chair. To him the grocery trade, in which he has been engaged for 43 years, is not a business, but a ministry. You should hear him perorate on, "feeding the people."

In contrast to Mr. Berthiaume's utter quietness and immobile dignity, Mr. Coode, when speaking, has all the action of a campaign-meeting revivalist.

Guten Tag—Bon Jour



Members of foreign delegation to N. A. R. G. convention.

He shouts, gesticulates, hops about, waggles his head.

A pair of his aphorisms—both in the same key:

"A little of all things, including beer, but not too much of anything."

"Trust all men—but none too much. Love all women—but don't carry that too far, either."

Ernst Thom of Berlin

Heading the European delegation to the convention was Ernst Thom of Berlin, executive director of the National Association of German Grocers.

Herr Thom is a big fellow, well proportioned, with a black curly pompadour which gives him a vigorous, youthful air.

He addressed the convention in German, with the inevitable German gestures, in the only deep, booming voice heard during the sessions.

His slow-breaking, expansive grin made him a lot of friends among the American grocers.

C. H. Janssen

"He's a king, a sure-nough king," we heard one delegate to the convention characterize C. H. Janssen, secretary-manager of the N. A. R. G.

"Well, he ought to be," returned another delegate. "A man in his position has got to show some authority, or else an association would run away with itself. Someone must be the boss, and he's the man to do it."

There's little doubt about it, Secretary-manager Janssen does have a mailed fist and wears the toga of authority.

Watch him as he stands forth on the platform to introduce a speaker, read a telegram, or present a topic.

He is tall, angular, has a dolichocephalic head on which unruly

brown hair is parted uncertainly on one side—not exactly prepossessing. But he instinctively commands attention.

His high, husky, far-carrying voice rings out his distinctly enunciated phrases in jerky tempo, he moves starchily and suddenly, his jaw juts out pugnaciously, he asserts and affirms and avers in a manner altogether decisive, and he sits down with a that's-that air as if the matter is concluded and settled for all time. And it usually is.

Clarence Francis

President of the Associated Grocery Manufacturers of America, Inc., and vice president in charge of sales of the General Foods Corp., Clarence Francis looks the part.

He is tall as a Queen's Hussar, and as straight and military in bearing. At the convention he presented a study in brown. Crisply pressed and crisply cut

more they applauded him. Apparently each of his auditors thought the speaker was hitting at the man across the aisle. We quote some of his choice admonitions:

"You can't make good merchants by passing a law, nor can you legislate competitors out of business . . . Fashions are born in the brothels of Europe. Food comes from God . . .

"More men fall in business because they can't get along with their fellow beings than because they don't know their business . . . Human beings have to like you as well as their jobs in order to do their best work for you . . . The only thing you have with which the chains can't compete is your personality, your service . . .

"Don't smoke cigars in your store. If a clerk has a cold, send him home. Don't allow clerks to carry handkerchiefs. Insist on manicures, even though your clerks' wives become suspicious . . . If we don't wake up and clean up, Mr. Birdseye will put his cellophane-wrapped meats in stores with carpeted floors and girls in pastel-shaded uniforms, and teach us all a lesson . . .

"Price, price, price. Away with price tags. Sell quality, not cut prices . . . Don't let the woman you married or the man next door run your business. Get the facts. Find out what's good for kids—doctors are doing more to sell foods than we are. Visualize complete meals and how they will look on the table. Know your customers so well that you can recreate in your own mind their mental frames when they walk into the store . . .

"Don't weigh your hands with your hams, or sell poultry in your egg department . . . Stop selling bull in your meat department, don't give your customers a bum steer, but hand out plenty of boloney."

Carl H. Schlapp

While we're on the subject of heads of grocer organizations, we ought to put in a word about Carl Schlapp, president of the National Wholesale Grocers Association.

Schlapp is a big fellow with a head partially silvered, partially bald. In a high voice of uneven timbre, he gave one session of the convention a truth which, it seems to us, is as significant as any that was uttered during the week:

"We must see our customer as she is, as she sees us. We must find out what she wants, how she likes to shop, which are her likes and dislikes. Instead of thinking so much about ourselves and our stores and our business, we should think about our customers and their habits."

Katharine A. Fisher

Speaking as the unofficial representative of American housewives, Katharine A. Fisher, director of Good Housekeeping Institute, delivered the keynote address, "The Public Be Served." The address is printed in full on page 5 of this section.

"Twould be gilding the lily to modify Miss Fisher's name with adjectives. Her story—the building of her Institute and its seal of approval to their present position of authority in the field of domestic science—is well known and has been told often.

As a writer, we have always been impressed with Miss Fisher's impeccable choice of words. Her extensive vocabulary was never in better working order than during her delivery of the keynote speech.

One idea from that speech we'd like to single out:

"Grocers can increase sales volumes by grouping related foods in their stores so as to suggest balanced meals."

"All housewives become weary of planning meals from day to day, and will welcome suggestions as they would rejoice over extra money to spend."

"Instead of selling an 'order,' the grocer can thus sell the makings of a complete meal."

Phil LaFollette

A remarkable young man is Phil LaFollette, governor of Wisconsin.

His older brother, "Young Bob," a United States senator from Wisconsin, is admittedly one of the most popular members of the august upper branch of Congress. His father, "Fighting Bob," was both governor of and senator from Wisconsin. His mother is considered an astute politician of the first water.

Phil, the youngest member of this remarkable family group, recently surprised a whole nation by defeating the eminently successful former Gov. Kohler, a millionaire business man and a good practical politician as well, for the gubernatorial chair of Wisconsin.

LITTLE STORIES OF INTERESTING IDEAS
IN REFRIGERATED FOOD FIELDS

He did it by the simple trick of buying a Ford car and stamping the state, making five or six speeches daily for a period of six weeks.

Phil seems to have inherited all the flair for spellbinding that his famous father had.

And from his mother he has taken a full measure of that quality his father needed so badly, "common sense."

He seems also to have some of his elder brother's instinct for making people like him.

He looks like a boy just out of college. Thick, dark hair, a big grin, a youthful figure, sporty clothes, quick-trigger movements, and a buoyant nature make him seem like anything but a governor of a state.

He was easily the hero of the convention.

When he arrived in the auditorium, every Wisconsin man jumped to his feet and cheered himself hoarse. When he spoke in both French and German to the foreign delegates, he brought down the house. When he concluded his speech, the entire crowd, including delegates from New England to the Pacific Coast, went stark wild for 10 minutes.

There was a reason. He has a beautifully modulated resonant voice. His logic seems unimpeachable. And he can talk as fluently and as grippingly as any man your reporter has ever heard.

Everywhere in Wisconsin this boyish governor is known as "Phil." We found, for instance, these two headlines in a morning Milwaukee paper:

STORES ONLY
ASK EQUALITY
PHIL ADVISES
and
PHIL LETS 19
MEASURES DIE

Sen. Nye, Rep. Kelly

Two other well known politicians, Senator Gerald P. Nye of North Dakota and Representative Clyde Kelly of Pennsylvania, were present and made speeches. Neither could match the governor of Wisconsin.

Senator Nye talked too much and too long. Representative Kelly, co-author of the Capper-Kelly bill, was equally tiresome.

Sincere, plodding, honest-appearing, Senator Nye is a sober, straight-forward individual. Clean-cut, youthful, he looks very much like Harry Kipke, University of Michigan football coach.

He seems to have little of the orator's instinct, and cannot sense the mood of an audience, but doggedly plugs ahead with the horse-and-buggy speech he has set for himself until it is done on schedule.

As for Representative Kelly, we have yet to find any grocer who remembers one of the sentences he mouthed, or who thought him anything but a bore.

There! We feel a lot better, now.

Mr. Progressive Grocer

What's a grocer like? What makes him "tick?" Judging from the 1600 grocers in convention assembled at Milwaukee last week, Mr. Progressive Grocer is a mild-mannered fellow who doesn't get much wrought up over things, who likes people, and who is tremendously interested in those with whom he comes in contact.

In spite of the inroads of competition and the "hard times," he seems moderately prosperous. Back home he has a Chrysler or a Buick, a home of his own, and a college-bred daughter. He is even thinking of going to Europe this summer with "the gang" of grocers who are going over *en masse*.

He is a very careful buyer, and watches pennies and fractions of pennies. Even so, he likes to buy from friends, and makes many of his purchases accordingly.

Although back home there are probably a dozen in-a-rut grocers who haven't caught up with the parade, the conventioneer has come with the express purpose of learning something new. He "studies" a great deal, and wants to keep up with all the innovations he thinks will work in his own store.

Somewhat surprisingly, he plays just as hard and as thoroughly at a convention as does the high-pressure salesman. There is apparently a strain about humdrumness as well as that of high speed, and when the proper time comes, Mr. Grocer wants to kick over the traces a bit.

Mr. Progressive Grocer is conservative, solid, and friendly. He is shrewd and canny, rather than imaginative and brilliant. And right now his ear is to the ground of public fancy.

Betty Crocker Seeks Value of Electric Refrigeration and Finds—

By Betty Crocker*
Washburn-Crosby Co.

If a fairy godmother suddenly appeared before you and said "Make a wish for some one thing to help you in your housekeeping and it will be granted," what would you wish for?

Would it be for some extra money every month to help pay the bills? Or would it be for more time to keep up outside interests? Or a servant to do part of the work? Or would it be something to give you new inspiration and joy in getting meals?

I asked one of my friends this question the other day. She is one of those housekeepers whose house is always in order, who serves delicious meals, and yet who always seems to have time for other things.

She replied, "Well, I don't even have to stop to think. I know right away what I would wish for, because it's a whole bundle of good fortune rolled into one thing. It would give me \$10 a month extra in my housekeeping allowance, it would save hours of labor, it would add to the beauty of my home and kitchen, and it would give me fresh inspiration and help in my cooking every day."

Wishes for Refrigerator

That sounded like such an ideal wish to have granted that I waited for her to say what it was. And she went on, "Nobody knows the joy it can be until they really have one, so maybe some housekeepers wouldn't know enough about it to wish for it, but please tell all for me that when their fairy godmother does appear, to be sure to wish for an electric refrigerator."

Electric refrigerators are certainly the greatest achievement of modern science in freeing women from household routine.

It's surprising how many women have had "fairy godmothers." At least it keeps surprising me to learn how many are proud owners of electric refrigerators, and it isn't only the city women who have them.

In some of the small towns almost all the homes have electric refrigerators, and out in the country they are getting them more and more. If you're fortunate enough to have one, you'll be especially interested in some of the recipes I am going to offer today. And if you're one of the housekeepers who hasn't an electric refrigerator yet, you'll be interested in my experience.

It happened that this year our old ice box which had served my mother for many years, gave out. It had been on its last legs for some time, but we had put off the day of replacing it because we didn't know whether it was wiser to get another ice box or to treat ourselves to one of these new electric refrigerators.

Probes Present Users

Probably many of you have thought of buying one and have felt as we did, that it seemed as if they cost a lot of money. But finally I decided to learn all the reasons for and against spending enough to get one of the electric refrigerators.

I began to talk to all the women I knew who had electric refrigerators. I would say to them, "Do you think it is really worth while? If you had it to do over again, would you spend the money for one?"

I tried to ask all sorts of searching questions, such as, "But do you have enough ice for the hottest weather, when you need a lot for iced drinks? Isn't it a nuisance to have to keep everything tightly covered in a refrigerator? How much does it really cost to run one? Have you kept track of the extra charge on your electric bill? etc."

Admit No Disadvantages

Well, among all the women I talked to, I did not find one who would admit a single disadvantage to having an electric refrigerator. In fact, they all began telling me how wonderful it was, how they wouldn't be without it, and their eyes glowed with satisfaction when they mentioned it.

And with each one I asked the same question, "What do you think is the greatest advantage of an electric refrigerator?" And the funny part of it was, they all answered differently.

One of my friends who has had her electric refrigerator two years said, "It keeps everything so well that it saves me money in two ways. I do my marketing for the whole week when prices are low, so that I save that way; and the temperature in the refrigerator is so low food never spoils, so I save something every month by just using every scrap of left-overs."

Another friend who bought her electric refrigerator about six months ago, said she had been having the most delicious frozen desserts. Her family was crazy about them, and they were so much easier to make and more wholesome than many of the desserts she used to serve.

A friend who lives in the country

*Recent radio broadcast over NBC chain.

BURNS TELLS VALUE OF MODERN FIXTURES

MILWAUKEE, Wis.—"Modern store fixtures and equipment, open display of merchandise appealing to the senses of sight, touch, and olfactory nerve, combined with the latest improvements in electric refrigeration, have completely revolutionized the handling of perishable foods"—this was the message of T. E. Burns, Knoxville, Tenn., in his speech on "Merchandising the Full Service Store," to retail grocers here Thursday morning, July 9.

The evolution of the full service store, from the days when the old-fashioned grocery store in which the merchant stocked every family need including foreign delicacies through the period of revolution due to the pure food law and up to the present era of convenient individual and family sized packages, cartons, cans, and cellophane, was traced by the speaker.

"The changes caused by the pure food law of 1907 brought an ever increasing interest in the business of supplying three meals a day to a growing population," Mr. Burns explained. "More care and thought were given to the selection and purchase of items which would meet with the approval of customers who were beginning to discriminate."

Mr. Burns traced the improvements in service and records of the full service stores including delivery, accounting, buying, advertising, customer welfare, and order taking.

"One feature which we have inaugurated is to help each customer who has a family budget live within that budget," the speaker stated. "By a careful check, we keep the monthly amount within the budget.

"It has yet to be proved that the so-called savings, promised the cash and carry customers, are as real as promised," he continued. "If a few cents are saved on an average order, they are more than offset in the time lost, the energy expended, and the frequent sacrifice in quality."

Mr. Burns said that stores with proper equipment find it profitable to make salads, cook meats and poultry, bake bread, cakes, and pastries, and manufacture mayonnaise and many condiments.

"Extending delivery limits in the summer helps greatly to overcome the reduction in volume of sales caused by families going to the mountains, summer colonies, and camps," the speaker added.

MEXICAN WOMEN LEARN VALUE OF REFRIGERATION

MEXICO CITY, Mex.—Women of several large cities of north central Mexico have learned of the advantages of electric refrigeration and the manner in which electric ranges and other appliances convert household tasks into pleasures from Mrs. Concha G. Kampmann, economist and lecturer for Mexican General Electric.

Mrs. Kampmann is a Mexican, but she speaks English perfectly as she has spent much time in the United States, principally Chicago and Cleveland. She recently returned to her home country from north of the Rio Grande where she extended her studies in domestic economy.

Her lecture tour of the north central zone of the Republic was in connection with a sales campaign which was conducted by Mexican G. E. and Electric Bond and Share Co.

Mrs. Kampmann gave lectures on modern style home economy and demonstrations of G. E. refrigerators, ranges, and small appliances in San Luis Potosi City, capital of a state of the same name; Leon, capital of Guanajuato state; Saltillo, capital, and Torreon, metropolis, of Coahuila state.

The lecture-demonstrations attracted capacity audiences. The talks were held in the demonstration amphitheaters of the various agencies of the companies.

Mrs. Kampmann is now instructing G. E. saleswomen in domestic economy and effective handling of household lines in the Mexico City headquarters office. She is planning another lecture tour to other parts of Mexico.

GROCERY CHAIN PURCHASES 21 CREAMERY STORES

BOSTON, Mass.—Purchase of a chain of 21 creamery stores by the Economy Grocery Stores Corp. has been consummated. The stores are located in Dorchester, Malden, Chelsea, Revere, Winthrop and Brookline. The purchase is expected to boost the annual corporation sales \$500,000 annually.

YORK MACHINE CO. EQUIPS ICE CREAM PLANT

LOS ANGELES—York Ice Machine Co. has been awarded the contract for installation of a refrigeration plant in the building of the Hookstratten Ice Cream plant. The cost is estimated at \$38,000.

Housewives Select Foods on Basis of Flavor, Nutritive Value

(Concluded from Page 5, Column 4)

cups. It would also be helpful to know

that there were not less than a speci-

fied number of pieces in the can, where

the larger fruits are concerned, and

whether the syrup was heavy or me-

dium or light.

The labels on canned vegetables might

well carry directions for preparing the

vegetable. There are some housekeep-

ers who still think they should drain off

the liquid in the can and add fresh

water in heating the vegetable. The

simple method of turning the contents

into a shallow pan or skillet and boiling

the liquid produces a more flavor-

some and nutritive product. Why not

have the label give this method? The

grading could also be simplified to ad-

vantage.

Many ask us if it is necessary to empty the contents of the can as soon as it is opened. We, of course, tell them that it is not. Yet some concerns still include this direction on their label. We would like to see it removed.

And speaking of canned foods, need I

emphasize the value of a good can

opener? This small device plays no

small part in the use of canned foods,

and it would be a convenience to con-

sumers to be able to select a can opener

when purchasing canned foods. It is

not yet easy to find a good one.

It should be one which can be used

with safety and with reasonable ease.

It should open cans of all shapes and it

should not leave a jagged edge on the

opened can. These in the main are our

standards of can openers at Good

Housekeeping Institute and as yet we

have approved comparatively few.

It seems hardly necessary to say that, in marketing, immaculate cleanliness is of paramount importance. This applies to the sales staff as much as it does to the store as a whole. At this time of the year, we seek the stores that are well screened and ventilated and the purr of electric fans is inviting. Dingy interiors are not inviting. We do not expect to find quality there.

I know that you are giving much at-

tention to the effective arrangement of

your merchandise, and to your window

displays. Orderly pyramids of cans and

jars, colorful as they may be, really

mean little to the shopper.

She is looking for ideas that will help

her in planning her meals at any one

season. This should never be forgotten

in arranging displays. She also likes to

handle packages now and then and if

your entire stock is in full view she enjoys

picking out products for herself.

I am sure that you fully appreciate

the fact that fresh fruit and vegetable

displays need constant attention. In se-

lecting fruits and vegetables, we are in-

clined to be somewhat critical. We do

not wish to see any evidence of spoilage

and we appreciate crisp freshness with

COLORED ECONOMIST USED TO CONTACT NEGRO TRADE

NEW ORLEANS—The New Orleans Public Service Co. is venturing into a field of sales possibilities which is practically untouched by other firms—that of its negro clientele.

A home service department for negroes has been installed, with a capable colored woman as instructor and lecturer—a graduate of the University of New Orleans—and with considerable experience along the line of home service work.

According to statistics obtained by the Public Service Co. among their colored patronage, Negroes fill some of the best paying trades and professions in the city. A great many of them are stone masons, bricklayers, lawyers and doctors and there are approximately 300 negro school teachers. From among these groups it is estimated there are 3,500 who are prospects for electric refrigerators.

"AN ADDRESS OF DISTINCTION"



EXCEPTIONAL SUMMER ADVANTAGES

OVERLOOKING Lake Michigan...with parklands...beaches and bridle path close at hand...Restfully quiet...yet within a few minutes of the Loop stores...and theatres. Rooms are light...airy...foods tempt the lagging summer appetite. Rates begin at \$4.00 per day. Permanent suites at special discounts.

THE DRAKE HOTEL, CHICAGO
Under Blackstone Management

DETROIT

no wilted leaves to mar the beauty of

the display. Such a display will very

often invite us into a store to give our

complete market order.

Unfortunately, there are still shoppers

who hasten the spoilage of fruit by

pressing it in testing it for ripeness. I

would like to see small distinctive look-

ing posters used especially at this time

of the year, asking shoppers for coop-

eration in preventing such loss.

There is a very human side to mar-

keting. We like to make our purchases

across friendly counters and we appre-

ciate the human interest you may take

in our needs. Many women who come

into your store are a bit weary of plan-

ning their meals day after day.

They will hail with delight any sug-

gestions you may give them that will

lend a new note of interest to menus

that have become monotonous. They

are interested in knowing more about

foods that go well together, and they

want to serve meals that will keep their

family fit. They will come to you with a

variety of questions if they find your

staff interested and well informed.

Grocers Assert: 'The Public Be Served' At Milwaukee Convention

(Concluded from Page 1, Column 5) done after the fashion prescribed for the choosing of presidential nominees at Republican and Democratic national conventions.

Officers elected for the coming year are as follows: president, J. Walter Tyer of Sacramento, Calif.; vice president, H. C. Petersen, East Chicago, Ill.; treasurer, G. A. Bartel, Council Bluffs, Iowa; director, Charles H. Smith, Dayton, Ohio; Charles H. Janssen of St. Paul, Minn., remains executive secretary of the organization.

A group of distinguished visitors from abroad was present at the convention, and these representatives of various European grocer organizations were feted at every opportunity.

Ernst Thom, executive director of the Reichsverband Deutscher Kaufleute (National Association of German Grocers) and official representative of the International Federation of European Grocers, was chairman of the party.

Other European visitors included Fernand Hemier, president of the Federation Francaise des Syndicats de l'Epicerie (French Federation of Retail Grocers); Erick Nygren, general secretary of the Sveriges Kopmannaforbund, Stockholm, Sweden; Albert Werner of Berlin, Germany; and Messrs. Kuhn and Schuster (representing the Reichsverband der Kaufleute Oesterreichs) of Austria, and R. Johnkhoff from Amsterdam, Holland.

Katharine A. Fisher, director of Good Housekeeping Institute, gave the chief address of the convention on "The Public Be Served" at the Monday afternoon meeting following a series of talks by Mayor Daniel Hoane of Milwaukee, President Berthiaume, John Coode, past president, and Ernst Thom, German association head.

"There Is But One Measure," was the topic of Clarence Francis, president of Associated Grocery Manufacturers of America, Inc., and vice president of the General Foods Corp. This talk was followed by Marc C. Hutchinson, first vice president, National Canners Association, who discussed "The Organized Canned Foods Industry and Its Responsibilities."

Carl H. Schlapp, president, National Wholesale Grocers Association, discussed "The Wholesale Grocer Must Continue" at the meeting, and Samuel T. Millar's address, "The Broker and His Relation to the Retailer," was read to the convention by a secretary.

The session was closed with an ad-

dress by Gov. Philip F. LaFollette of Wisconsin.

Sydney Anderson, former congressman from Minnesota, took up "The Quest for Elimination of the Cost of Distribution" at the Tuesday morning meeting.

Trade reform was the subject of the Tuesday afternoon session, at which Dr. P. B. Dunbar of the department of agriculture talked on "Trend in Food Legislation and Inspection." Mr. Coode presented the new code of trade practices as released by the Federal Trade commission.

The session was closed with an address of "Trade Practices that Add to the Cost of Distribution," by Peter V. Bouterse, treasurer and general manager, McCann Co., Pittsburgh, and with a talk by Senator Gerald P. Nye of North Dakota.

Fernand Hemier, president of Federation of Retail Grocers of France, opened the Wednesday session with a talk on "The Internationalism of the Food and Grocery Industry." M. M. Zimmerman, New York, followed with a talk on "The Supremacy of the Independent."

Congressman Clyde Kelly of Pennsylvania closed the morning session with a speech on "Predatory Price Cutting—the Greatest Evil of Them All."

Congressman William I. Nolan of Minnesota delivered the main address at the annual banquet Wednesday night in the Eagles ballroom. President Berthiaume gave a talk and the response was made by Mr. Thom.

"Technical Problems of Retail Store Conduct and Management," was the subject of Francis E. Kamper, Atlanta, Ga., at the Thursday morning session. The next speaker, Leon Johnson, Shreveport, La., discussed "The Individual Cash and Carry Store," while T. E. Burns, Knoxville, Tenn., spoke on "Merchandising the Full Service Store." William H. Stellhorn, Baltimore, Md., discussed "A Profitable Small Volume Store."

The morning session was closed by an address, "Where Are Present Day Practices in Retail Distribution Leading?" by Prof. Clyde Phelps, director of research, University of Chattanooga.

"The Retail Merchants Trade Association as a Constructive Force in American Business," was the only topic discussed at the final session Thursday afternoon. The address was made by Philip Gott, manager, trade association department, Chamber of Commerce of the United States.

FEDERAL COMMISSION ISSUES TRADE RULES

(Concluded from Page 1, Column 5) price between different purchasers of commodities, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce; provided that nothing herein contained shall prevent discrimination in price between purchasers of the same class on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for differences in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition; and provided further, that nothing herein contained shall prevent persons engaged in selling the products of this industry in commerce from selecting their own customers in bona fide transactions and not in restraint of trade."

Prizes—Premiums—Gift Schemes

"The offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto, by any scheme which involves lottery, or fraud, is an unfair trade practice."

Bribery

"Directly or indirectly to give or permit to be given or offer to give money or anything of value to agents, employees, or representatives of customers or prospective customers or to agents, employees, or representatives of competitors' customers or prospective customers, without the knowledge of their employers or principals, as an inducement to influence their employers or principals to purchase or contract to purchase industry products from the maker of such gift or offer, or to influence such employers or principals to refrain from dealing or contracting to deal with competitors, is an unfair trade practice."

False—Misleading Advertising

"The making or causing or permitting to be made or published any false, untrue, or deceptive statement by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size, or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers, is an unfair trade practice."

Deceptive Containers

"The use of deceptively slack filled or deceptively shaped containers with the tendency and capacity to mislead or deceive purchasers or prospective purchasers, is an unfair trade practice."

Joint Trade Action

"Any joint trade action the purpose of which is unlawfully to exclude any manufacturer, merchant or product from a market or unlawfully to discriminate against any manufacturer, merchant or product in a market, is an unfair trade practice."

Selling Below Cost

"The selling of goods below cost with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade is an unfair trade practice."

Misleading Price Practices

"Offering for sale merchandise at a price reduced from a marked-up or fictitious price with the tendency and capacity to mislead or deceive purchasers or prospective purchasers is an unfair trade practice."

Full Line Forcing

"The practice of coercing the purchase of several or a group of products as a condition to the purchase of one or more products under the exclusive control of the seller where the effect may be to substantially lessen competition or to unreasonably restrain trade or tend to create a monopoly, is an unfair trade practice."

Substitutions

"The practice of shipping or delivering products which do not conform to the samples submitted or representations made prior to securing the orders, without the consent of the purchasers, to such substitutions, and with the effect of deceiving or misleading purchasers, is an unfair trade practice."

Forced Uneconomic Terms

"The abuse of buying power to force uneconomic or unjust terms of sale upon sellers, and the abuse of selling power to force uneconomic or unjust terms of sale upon buyers, are condemned by the industry."

Contract Repudiation

"Contracts, either written or oral, are business obligations which should be performed in letter and spirit. The repudiation of contracts by sellers on a rising market, or by buyers on a de-

Modern Tools Assist Independents In Defeating Chains, Zimmerman Says

MILWAUKEE, Wis.—That the independent merchant who is successfully meeting the challenge of chain store competition is doing so by the use of modern tools, such as analyzing the strength and weakness of competition, developing and using a personality, and selling himself and store to the community was the message of M. M. Zimmerman at the Thursday morning, July 9, session of the convention of the National Association of Retail Grocers, held here last week.

"I believe I can now speak with definite assurance and with conviction that the rank and file of merchants have materially strengthened their position within the past few years," Mr. Zimmerman said. "I base this conclusion on two factors: first, on the distribution census figures of the department of commerce, and secondly, on my own contacts with merchants from every section of the country.

"The government sales figures recently published for 485 cities and towns of 10,000 people and over, which represent about one-half of the population centers of this class, indicate that 84.1 per cent of the total retail business is controlled by the independent," he pointed out. "If we were to add to these figures the sales volume for the towns of less than 10,000 population, where the chain is not so important a factor, I believe the independent's percentage of the total volume would increase to considerably more than the 84.1 per cent."

Presents Statistics

To determine what portion of the country's food volume the independent is really responsible for, Mr. Zimmerman took the recent government distribution census reports and made a special analysis of only the food business for 216 cities, with population of 25,000 and over, located in every state in the Union.

"All told," he said, "there were 102,796 independents and 15,951 chain store units, supplying the food requirements of 32,904,161 people, who live in these 216 cities. The total combined sales of both the chain and independent amounted to \$1,177,492,252. Of this amount the independents were responsible for \$2,241,457,932, or 69.5 per cent, while the chains were responsible for \$936,034,322, or 30.5 per cent. The independent's sales expense for the volume mentioned, average 5.8 per cent, against the chain's 7.5 per cent."

To a representative list of grocers from every section of the country, Mr. Zimmerman sent the following inquiry before preparing his address:

"Will you please tell me what is your experience with chain competition? Is it as difficult to meet today as it was a year or two ago? If not, why? From your own experience, don't you believe that any merchant who knows his business and follows the modern merchandising trends need not fear any competition? If you are a 'service' grocer, will you tell me what new innovations you have introduced to offset the price appeal?

Omaha Grocer Quoted

"If you operate a 'cash and carry' store, do you belong to any buying organization or to a voluntary chain? In other words, will you give me your own story in your own way about yourself, so that I can present it to the audience at the convention and fortify my own conclusions that the independent is on the road to regain his position in distribution?"

Mr. Zimmerman reported that a grocer from Omaha sent the following human interest document:

"In 1911 we moved from a very poor neighborhood to a very exclusive and restricted district. When we moved there, a petition was prepared by the residents to boycott me because they did not want a grocery store in that neighborhood. The first year our total volume was less than \$25,000. We worked hard and very good naturally and eventually we overcame the opposition. Our business grew steadily until in 1920 we were doing a business of over \$250,000 annually. Up until then only competitor was another 'service' store, but we both prospered.

"In 1922 one of the large chain stores opened in our block. When they opened, I admit, that I thought it was a joke, as I could not see how they were going to do any business since everyone in the neighborhood had a charge account, clinching market, is equally reprehensible, and is condemned by the industry."

Executive Committee

"A committee on Trade Practices is hereby created to cooperate with the Federal Trade Commission and to perform such acts as may be proper to put these rules into effect."

Open Terms and Published Prices

"(a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists.

"(b) The industry approves the practice of making the terms of sale a part of all published price schedules."

with our business 95 per cent credit. However, the chain fooled me and started right off doing a nice business.

"We, however, increased our credit business, but our cash business came to a standstill," the grocer wrote. "Some two years later another large chain opened right between us and again I stated, 'Well, there is just so much cash in this location, so let them fight and divide.' I did not see how there would be enough for two 'cash and carry' stores. But again they fooled me and both chains were doing a nice business. At the same time, however, they did not hurt us a bit."

"We kept on growing right along and today in the very next block from us there are four large up-to-date chain stores and another service grocer. Just a few blocks away there are two more and all are doing business. Here is the interesting part of it all. Our business has shown a larger increase than in any previous years, and 1930 was our largest business, with an increase of 10 per cent over 1929, and gaining monthly in 1931 in spite of the fact that groceries are 25 per cent cheaper."

"But that is not all," he continued. "The strangest part about it is that we have more than tripled our cash business. I have been keeping in closer touch with the cash part of our business than the credit end, and in analyzing these strange results I came to a number of conclusions.

Service Comes First

"First, it was the service I render. Second, I always manage to have better merchandise, if such can be had, and a much larger variety than my competitors."

"Third, advertising. We spend about two per cent of our total sales for advertising. We put out a high-grade house organ, which is mailed to our customers every week and this is followed up by several ads during the week for the week-end specials. In other words, we make it a business to have specials every day in the week."

"Fourth, store appearance. We take so much pride in our store appearance that our customers bring their guests out and take them through the store themselves."

"Fifth, we have a modernized store in every sense of the word. We found that is the best investment we made."

"Sixth, we are constantly wide awake and alert. We watch what our competitors are doing. Finally, I am not much worried about chain stores. I like them. I would rather have a good chain competitor than a poor independent. I can find out what the chain is doing and govern my business accordingly, but I cannot find out what the independent merchant's policy is, because usually he has none—at least the majority have no policy at all."

The speaker received from a grocer in Philadelphia this formula for the independent:

"A properly chosen advantageous location with known business integrity, service and aggressive management, should withstand all the onslaughts of chain competition. There are always people who will demand quality—who would not have, or be satisfied with, chain quality. These will always patronize the courteous independent. Several years ago I figured out a new basis for the grocer, and that is the study of food nutrition."

Health Food Department

"This brought me in direct line with the so-called 'health foods.' I have created a health food department, which is one of the most complete in the United States. So important has this department become as a part of my business that I am now giving four radio health talks per week over three of our best stations. If the grocers in general will take up this campaign, it will be the means of establishing their individuality in their community and they will develop a business on which the chain will never become a competitor."

"My chief complaint against the independent merchant as a class, is that there are still many who have not fully recognized the value of the added service he renders and he has not capitalized sufficiently on it," Mr. Zimmerman pointed out. "There are still some who assume an indifferent and hopeless attitude whenever they are suddenly faced with a difficult competition and they surrender too quickly."

"To be entitled to receive your share," he said in closing, "you must earn it and you can only earn it by rendering a definite and outstanding service to your customer in the form of price, better value or greater customer accommodation."

"If you compete in price you must be able to sell as cheaply as your competitor. If you render a service, it must be a form of service which your customer must recognize as being worth more than price alone. In other words, you must give your customer something tangible which must represent either service or price, but it must be so outstanding that it will build confidence and inspire them to return to your store."

TO HELP YOU MAKE MORE SALES

If you are a manufacturer, distributor, or dealer, you can use the Refrigerated Food Section as a definite aid in the promotion of commercial sales. Simply see that it reaches your commercial prospects.

In the Refrigerated Food Section will be found news and information of interest to meat merchants and grocers, chain store executives, ice cream manufacturers, druggists, confectioners, restaurant owners, and all food service establishments.

Your prospects will be better informed on the advantages of up-to-date refrigeration equipment by reading the Refrigerated Food Section.

Use the blank below to order extra copies for distribution by your salesmen. Or send to ELECTRIC REFRIGERATION NEWS the names of companies to which you would like to have sample copies sent.—Editor.

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ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office

The business newspaper of the refrigeration industry

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DETROIT, MICHIGAN, JULY 15, 1931

Entered as second class matter
Aug. 1, 1927, at Detroit, Mich.FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEARLIQUID COOLER'S
COILS WOUND BY
SPECIAL LATHESTubing Pulled Through
Die For Figure-Eight
Cross-Section

By John T. Schaefer

DETROIT—Special winding devices have been adapted to an engine lathe in the plant of the Detroit Lubricator Co., an American Radiator subsidiary, to wind the coils of instantaneous coolers for the Liquid Cooler Corp. Model 22 and 35 cooling units are manufactured in the Detroit Lubricator factory, while other Liquid Cooler types are built in the Liquid Cooler plant proper.

Winding coils with copper tubing whose cross-section must be a figure-eight is more difficult than making ordinary round coils, because the eight-shape must be impressed on the tubing just as it takes form on the cylindrical winding form, according to Jack Feitner, who designed the winding tools. An operator can wind about 60 coils a day on each machine, he said.

On the carriage of the lathe is mounted a pair of beaded horizontal rollers between which the tubing is pulled by the winding cylinder on the lathe chuck. As the attendant feeds the tubing from the roll behind him, the carriage moves toward the chuck, winding an even layer of figure-eight tubing.

When the proper number of turns have been formed in the first layer, the lathe is stopped, a steel sleeve placed around the coil, the carriage movement is reversed, and the outside layer of the coil is formed on the return trip of the carriage.

The inlet and outlet ends (both at the same end of the coil), are then hard-soldered to the connections in the face-plate cover, a round brass forging.

The next step in the manufacture of the cooling units is assembly of the coil in the refrigerant chamber, a cylindrical shell of slightly larger diameter, and the bucket type float, also a brass shell.

This combination is then placed in a special punch press die, and one blow made by the press to curve the edge of the shell over the cover, holding the parts in their positions. The circumference of the cover is then soldered to the shell.

The temperature control valve and the liquid float valve, both made in the Detroit Lubricator plant, are attached to the cooling unit, and it is ready for the leak test. A pressure of 125 lbs. of air, with the unit submerged in carbon tetrachloride, reveals any leaks. The units are then cleaned with steam, and dehydrated.

FRIGIDAIRE ROOM COOLERS
POPULAR IN LOUISVILLE

LOUISVILLE, Ky.—A. H. Thompson Co., Frigidaire distributor here, reports a high demand for Frigidaire room coolers in recent hot weather. Twenty-one were delivered in June, and comparable business is being done in July.

An interesting installation of these coolers is that in Rudolph's, Inc., candy manufacturer. Two room coolers of the latest type were installed in the candy room, keeping it at a temperature of 70° F. through the recent hot period, with outdoor temperatures ranging around 97 and 98° F.

The Thompson Co. had the contract for the refrigeration in the new \$1,000,000 Southern Bell Telephone Bldg., now being completed. This is the largest water cooling system in the city, the equipment including nine F-200 pressure water coolers, with three W-5150 compressors. The entire cafeteria also has Frigidaire refrigeration, the complete installation costing about \$4,826.

PENN SWITCH CO. APPOINTS
BEN BOALT SALES DIRECTOR

DES MOINES, Iowa—Ben L. Boalt, former secretary of the Minneapolis-Honeywell Regulator Co., has joined the heat control division of the Penn Electric Switch Co., according to a recent announcement made by Malcolm Hennings, vice president. Mr. Boalt will be the director of sales of this division of the company.

Joins Majestic



R. C. Rolfing is Majestic's new production manager.

LAB, CLASS STUDIES
GIVEN IN MILWAUKEE

MILWAUKEE, Wis.—Offering a three-month study in electric refrigeration, the School of Engineering of Milwaukee is one of the schools now training refrigeration men, in addition to teaching its courses in electrical engineering, radio, and practical electricity.

A complete course, divided into seven units, is given in electric refrigeration. The students go to school all day for a period of three months, and at the completion of the course are awarded diplomas.

R. F. McCall is head of the department of electric refrigeration, assisted by instructor Ned F. Kailing.

The course of study is designed for men with common school education, according to Mr. McCall.

The laboratory is equipped with machines and parts of machines of several manufacturers, including Frigidaire, Kelvinator, Nizer, Copeland, Servel, Vilter, Climax, Iroquois, and Zerozone.

The work begins with a study of mechanical refrigerating processes, and turns to electrical theories, and finally practical applications of refrigeration.

The course of study, by its unit divisions, includes:

Unit 1. Lectures on mechanical re-

(Concluded on Page 2, Column 3)

Open Forum

SERVICE MEN: Let others have the benefit of your experience. Tell something that you have learned from practice and thereby encourage others to tell something which may be helpful to you.

\$ \$ \$

The men responsible for installation, maintenance and repairs are constantly confronted with new problems. There is nearly always a better way to do a job, or a way to save time or material.

\$ \$ \$

Tell others about the short cuts that you have devised and perhaps you will read of some you have overlooked.

\$ \$ \$

To promote this exchange of ideas among men engaged in the installation and servicing of refrigeration equipment, ELECTRIC REFRIGERATION NEWS will pay one dollar for each contribution published. If this plan is successful, additional prizes will be awarded later for the best contribution appearing in a certain number of issues.

\$ \$ \$

Experience stories, descriptions of special tools devised, layouts for shop equipment, difficult installations, unusual service problems—anything of interest and value to other service men will be acceptable.

\$ \$ \$

Articles may be of any length necessary to get over the idea. Charts, drawings or pictures are desirable.

\$ \$ \$

Address the Engineering Editor, ELECTRIC REFRIGERATION NEWS, 550 Maccabees Bldg., Detroit, Mich.

Low Melting Point
Brazing Alloy
Announced

NEW YORK CITY—Handy & Harman Co., producers of sterling silver sheet metal and wire, silver solders and alloys, have applied for a patent on a new brazing alloy which they call "Sil-Fos." It contains a small percentage of silver and is described as flowing freely at 1,300° F.

It is described as possessing free-flowing properties, with deep and quick penetration. This characteristic is ascribed to the silver in the alloy. It is sold by the avoirdupois pound, according to its makers.

Chief Engineer



R. C. Haimbaugh is Majestic's chief engineer of refrigeration.

LUMBER CO. OFFERS
REDWOOD INSULATION

SAN FRANCISCO, Calif.—(UTPS)—The giant redwood trees of this state have been called into service by the Pacific Lumber Co. here, to provide insulation for electric refrigerators and cold storage plants. The bark fibre of the redwoods has been variously used for some time in cold storage work, but until the recent activity of the Pacific Lumber Co. in preparing it by special processes for insulation work, no large scale production was attempted.

Previously the bark of the redwood, ranging in thickness from three to eight inches, was peeled in the woods and thrown away, but now the logs are transported to the mills in Scotia, Calif., with the bark on, and there they are peeled in a special plant.

The bark is carried by a conveyor to the bark storage shed and from there it proceeds through a shedding machine which reduces the bark slabs into a light fluffy fibre. The fibre passes through an automatic drier 175 ft. long, and at the end of this journey it is packed in bales measuring 36 cu. ft.

It is taken from trees ranging in age from 250 to 2,500 years. For centuries it has formed a cloak protecting the tree from the ravages of climate, fire, and insect life. It is a curly fibre, and has a tendency to be springy.

GRIGSBY-GRUNOW
NAMES ROLFING
PLANT MANAGERHaimbaugh Appointed
Chief Engineer of
Refrigeration

CHICAGO—Several changes in the executive set-up of Grigsby-Grunow's engineering department have just been announced by Don M. Compton, vice president and general manager.

R. C. Rolfing has been named production manager in charge of all plant operations and purchasing of the company to succeed Albert Weiland, who recently resigned.

A graduate of the University of Wisconsin, in 1911, Mr. Rolfing became connected with the Hart-Parr Co., tractor manufacturers. He was later made vice president and general works manager of that company, and continued in a similar capacity when, in 1929, it was merged with four other farm equipment firms into the Oliver Farm Equipment Co., until May of this year, when he resigned.

Ray C. Haimbaugh, who has been on the engineering staff of the company since July, 1930, has been appointed chief engineer in charge of refrigeration. Mr. Haimbaugh is a graduate of the University of Michigan, and has been in the refrigeration industry since 1913, according to Mr. Compton's announcement.

Mr. Haimbaugh's experience in the refrigeration industry includes four years with the General Refrigeration Co. at Beloit, Wis., and nine years as chief engineer of the Peerless Ice Machine Co., Chicago.

Other new appointments include that of Robert M. Arnold, chief engineer of the radio division, and C. M. Blackburn, chief engineer of the vacuum tube division.

C. E. SKINNER IS ELECTED
PRESIDENT OF A. I. E. E.

ASHEVILLE, N. C.—Charles E. Skinner, assistant director of engineering, Westinghouse Electric and Mfg. Co., East Pittsburgh, Pa., was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1931, at the annual meeting of the institute here on June 22.

The other officers elected were: Vice presidents W. B. Kouwenhoven, Baltimore, Md.; W. E. Freeman, Lexington, Ky.; Paul H. Patton, Omaha, Nebr.; A. W. Copley, San Francisco, Calif.; L. E. Chubbuck, Hamilton, Ont. New directors are: L. W. Chubb, East Pittsburgh, Pa.; B. D. Hull, Dallas, Tex.; H. R. Woodward, Brooklyn, N. Y. W. I. Slichter, New York City was reelected national treasurer.

FITTZ GIVING EIGHT-WEEKS
COURSE IN REFRIGERATION

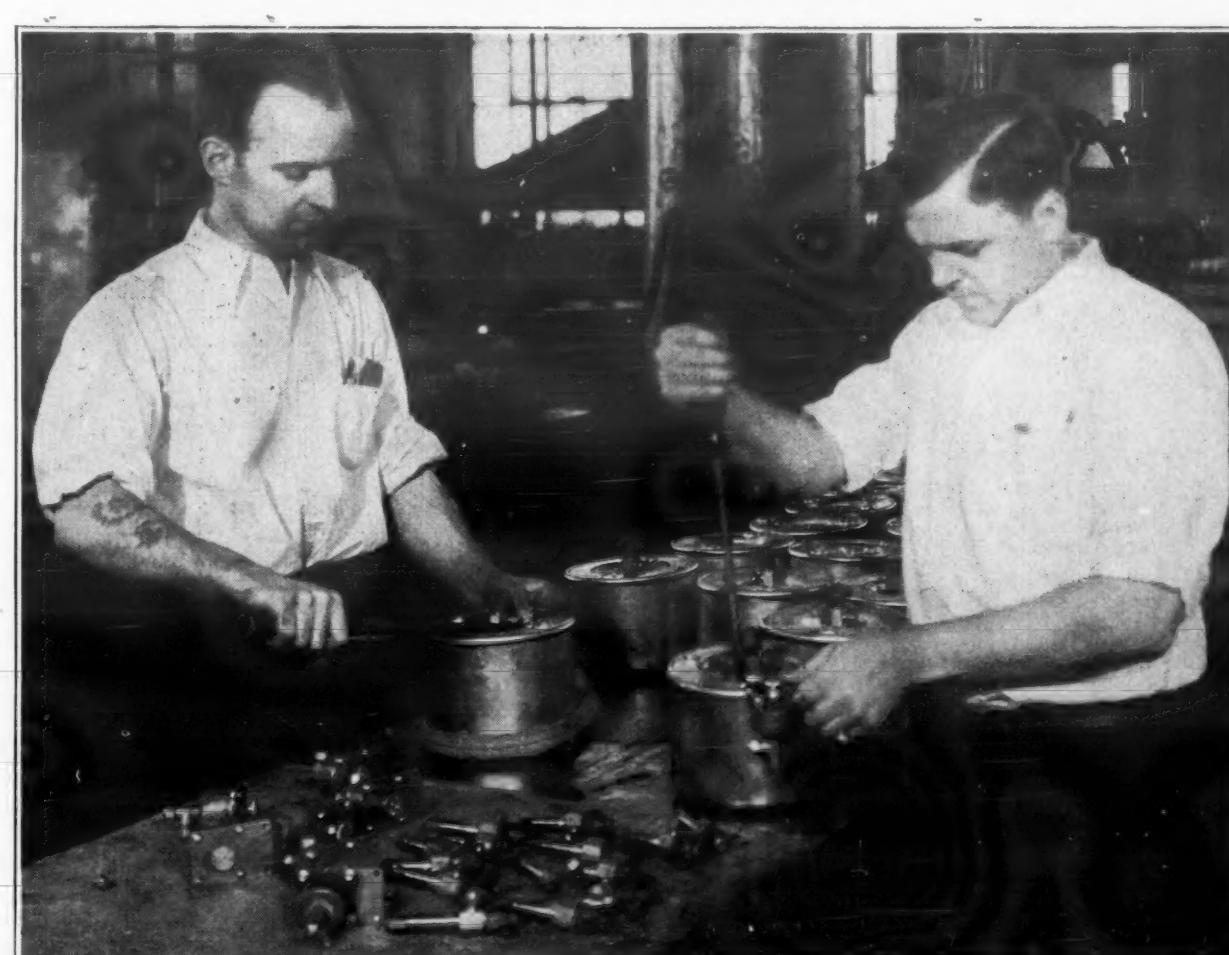
BOSTON, Mass.—An eight-weeks summer course in refrigeration is being given this year by the Massachusetts division of the University Extension service, under the direction of Prof. Raymond U. Fittz of the mechanical engineering department of Tufts College, Medford. The course started early in June, with 40 registrants—manufacturers, installation and service men, dealers, and salesmen.

The lectures cover such subjects as compression and absorption systems, refrigerants, household machines, solid carbon dioxide, insulation, cold storage, and the quick-freezing of foods.

HOUSEHOLD WATER COOLING
UNIT DEVISED

BROOKLYN, N. Y.—Morris Raymond of this city has been granted patents on a water cooling unit for installation in standard makes of household refrigerators. The device consists of a covered tray 15x10½ in. which is placed on the first shelf under the evaporator.

Water to be cooled is placed inside the tray, and drawn off through a valve spout at the front left corner of the tray. The cover catches any drip from the evaporator, bypassing it around the water chamber to a drain outlet.



Workmen assembling instantaneous coolers for the Liquid Cooler Corp.

BUHRING WATER PURIFIERS

have been sold since 1891. During these 40 years they have been imitated in appearance, but never equalled in quality and performance.

GUARANTEED to remove taste, color and odor

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BEVERAGE GROUP TO MEET IN DALLAS, NOVEMBER 9

WASHINGTON, D. C.—The annual convention of the American Bottlers of Carbonated Beverages will be held in Texas State Fair Exposition hall at Dallas, Tex., from Nov. 9 to 13.

Among the 89 manufacturers reserving space are: Cordley and Hayes, New York City; General Electric Co., Cleveland; Liquid Carbonic Co., Chicago; Progress Refrigerator Co., Louisville; S. & S. Products Co., Lima, Ohio; Frigidaire Corp., Dayton, Ohio; and York Ice Machinery Co., York, Pa.



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So quiet that, standing a yard away, you cannot detect a sound . . . so free from vibration that movement is unnoticeable . . . so dependable that it runs for years without attention, the specially designed Leland motor is the best equipped unit for electric refrigeration yet developed.

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MILWAUKEE SCHOOL GIVES COURSE IN REFRIGERATION

(Concluded from Page 1, Column 2)

Unit 2. Lecture of electrical circuit and motors—direct current circuits, electric power and energy, electro-heating, alternating current circuits, magnetism, construction and calibration of meters, direct current motors, alternating current motors.

Unit 3. Refrigeration laboratory—a series of 27 tests dealing with the practical operation of various refrigerators.

Unit 4. Electric laboratory—a series of 30 tests on direct and alternating current circuits, and electric machines.

Unit 5. Practical mathematics. Review of arithmetic: addition, subtraction, multiplication, and division of whole numbers, common fractions, decimal fractions, measurement, percentage, square root, and ratio and proportion; mathematics applied to electric refrigeration: size of wire, line drop, efficiency of transmission, series and parallel circuits, and heat calculations.

Unit 6. Sales—salesmen, product approach, demonstration, meeting objections, closing the sales, sales campaigns.

Unit 7. Merchandising—organization, buying, price determination, merchandise turnover, stocks and stock keeping, purchase power, merchandise control, labor expense control, expense budgets and control.

The tests performed on the machines in the laboratory are:

1. Study of the cycle of refrigeration in six common types of refrigerating

units available in the laboratory.

2. Dismantling a complete machine, studying the internal mechanism and reassembling the machine.

3. Putting machines into operation, adjusting them, and charging the thermostats.

4. Determining the performance factors of various types by the balanced brine tank method, the calibrated calorimeter method, and measuring the amount of refrigerant circulated.

5. Removing and adding refrigerant, and the effects of over and under-charges on operation of machine.

6. Effect of room temperature and humidity on the operating times and costs of machines.

7. Pumping the machine down for removal of parts, and testing the efficiency of the compressor.

WATER CANNOT CRACK

...a Mueller
union nut!

CONDENSATION on refrigerator piping cannot be prevented from seeping into the conventional threaded or flared joint. There it freezes and expands the tiny crevice it has found. The vicious circle of seepage, freezing and expansion is set up. Trouble is inevitable.

The unbroke solder line on a connection between Mueller STREAMLINE hard copper pipe and Mueller STREAMLINE fittings absolutely prevents condensation from getting inside the

joint. It is sealed by capillary attraction. The solder bonds with both the pipe and the fitting until the union becomes an integral part of the pipe.

Even expansion and vibration cannot loosen it.

If you are not thoroughly familiar with this patented joint, write or wire us.

We also manufacture a complete line of valves and fittings, and can supply your every requirement.

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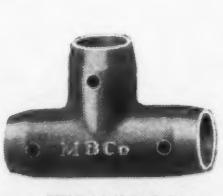
CANADIAN OFFICE: MUELLER BRASS CO. OF CANADA LIMITED, TORONTO, ONTARIO



STREAMLINE Coupling
Copper to Copper
Patent 1,770,852
Patent 1,776,502
Other patents pending



STREAMLINE Coupling
Copper to Outside I.P.S.
Patent 1,770,852
Patent 1,776,502
Other patents pending



STREAMLINE Tee
Copper to Copper to Copper
Patent 1,770,852
Patent 1,776,502
Other patents pending



STREAMLINE Cross
Patent 1,770,852
Patent 1,776,502
Other patents pending



STREAMLINE Coupling
Copper to Inside I.P. S. Thread
Patent 1,770,852
Patent 1,776,502
Other patents pending

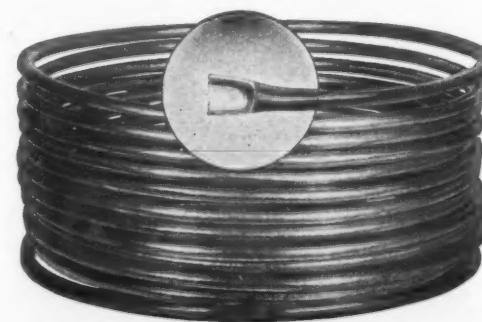
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SERVICE HINTS

By FRANK W. GRAY

IT IS said that only by making mistakes does one gain experience. Unfortunately for refrigeration service men, however, some mistakes cost so much money that the price of experience is rather high. Especially since the bad practices mentioned below have occurred often enough in the past that there is no reason for their being repeated.

The first service mistake to be discussed is that of connecting up in multiple systems various freezing units whose operating functions are so different that balanced operation is difficult. For instance, there have been a great many instances of poor operation in restaurant and cafe jobs in which ice cream cabinets, or sharp temperature units of other kinds, have been hooked up in multiple with meat coolers, wall boxes, salad counters, or water coolers.

An ice cream cabinet demands a very sharp and accurate temperature for the proper preservation of ice cream. A low operating back pressure is necessary to obtain this low temperature. The other freezing units installed in the coolers, wall boxes, etc. operate at a higher temperature, and therefore at a higher back pressure. Coordination in such a system is difficult. One freezing unit is too cold, while another is usually too warm.

Pressure-reducing valves may be used to balance up such a system, it is true. But even when such valves are used, the ice cream cabinet, being heavily insulated, has less heat leakage than higher temperature units in the same system. Therefore the ice cream cabinet should operate, not only on lower back pressure, but also on different machine cycles. The same is true of other sharp temperature units when hooked in multiple systems.

The introduction of the automatic expansion valve has tempted service men to hook up any and every type of cooling unit in multiple with these valves, with the result that many commercial refrigeration systems are giving trouble. The safest rule to follow is to connect up in multiple, only those freezing units which are to be operated at approximately the same temperature, and whose functions in the system are much the same. One will never go wrong in restricting installations of sharp temperature units to separate compressors with their own automatic controls.

Another mistake which has often occurred in refrigeration service is that of testing multiple systems (usually apartment house installations) with the low sides, or boilers, in the system left open. The float balls which control the opening and closing of the needle valves in boilers are necessarily fragile, and are not intended to stand up under test line pressure.

The writer knows of one instance where 27 float balls in the boilers of an apartment house flooded system were collapsed, and several others made to leak, because the service men tested the system for leaks under 150 lbs. pressure, with the needle valves left open on the boiler heads.

Such a mistake, of course, is more apt to happen in installations where the boilers are not pre-charged with refrigerant and the system is to be charged after the installation is completed. This mistake has also been known to happen when commercial systems were being tested for leaks.

If the float balls are not actually made to collapse under testing pressures, they

usually develop leaks which are later reflected in faulty operation.

Another frequently occurring service mistake is that of installing the type of water cooler in which the refrigeration coils are submerged, in a sweet water bath with a tank of insufficient capacity to keep the water coils from freezing up during slack hours.

This mistake is particularly apt to occur when old water coolers built for ice refrigeration are converted to mechanical refrigeration. The ice tanks in such water coolers are usually not large enough to hold both refrigeration and water coils without danger of freezing.

The service man must bear in mind, in an installation of this type, that he is operating his refrigeration coils at a temperature far below that of ice, and that a large sweet water bath is necessary in order to prevent freezing of the water coils from too close a proximity to the refrigeration coils, and also to give the cooling equipment time to tide over a peak load.

Most refrigeration service men know that the ordinary, or "single-type" expansion valve, will not balance up in multiple installation. Yet one occasionally finds inventive-minded service men who try to do it.

Only a few months ago a refrigeration dealer installing commercial equipment, got into some expensive trouble because his service engineer tried to install a large number of single-type expansion valves, using several together on each system, and endeavoring to balance up the operations by a new device which he called a "liquid line balancer."

The only trouble with any sort of a "liquid line balancer" is that expansion valves open and close through variations in back pressure, and not in liquid line pressures. Since the back pressures from various types of freezing units are never quite the same, only expansion valves of the automatic type can be expected to function in balanced operation in the multiple system.

One of the chief arguments used by

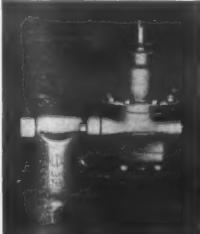


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These valves are constructed so that the actual expansion takes place in a discharge tube just outside the valve body. Expansion does not take place in the valve and therefore the valve never frosts. Due to this construction, water will not freeze on the diaphragm, oil will not congeal in the valve body, and the ball and seat are not cut and scored by a high velocity gas.

The Alco Senior expansion valve will handle loads up to 50 tons and the Junior expansion valve is intended for loads up to one ton.

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433 E. Montana Ave.
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Manufacturers of constant pressure type expansion valves, Thermo valves, high pressure float valves, liquid magnetic stop valves, and suction line stop valves.

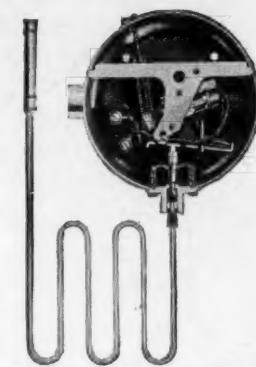
Accurate, dependable, low-cost refrigeration control **MERCOID NO. 858**

The No. 858 Model LL-1 is especially designed for milk coolers, frozen food cases, soda fountains, ice cream cabinets and general commercial work. Easily adjusted for any cut-in or cut-out point. It is low in price.

This Mercoid is one of a complete line of controls to operate by temperature or pressure. Instruments are also available of the Dual Type, combining control of low side pressure (or by temperature) and high pressure cut-out. There is a Mercoid for every refrigeration need.

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No. 858
MODEL LL-1

Furnished in ranges minus 10° to plus 25° and plus 10° to plus 50° with a differential as close as 2½° or as wide as 12°. Changing the cut-in point at high does not change the cut-out point at low.

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Walls welded with copper throughout entire circumference

Enlarged Joint Section

IT IS our prediction that Bundyweld Tubing will in the near future, occupy as prominent a place in the electrical refrigeration industry as Bundy Tubing has for years held in the motor car industry.

That belief is based on an intimate knowledge of the needs of this industry and of our product as adapted thereto.

Bundyweld double-walled steel tubing possesses great vibration resistance. It has cooling qualities equal to that of copper and affords greater manufacturing economies to the refrigerator builder.

Here is a new development in the electrical refrigeration industry which will be well worth your while to watch—and more worth while in which to participate.

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ENGINEERING SECTION ELECTRIC REFRIGERATION NEWS

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Rating Commercial Units

JOHN WYLLIE, Kelvinator engineer, recently proposed a standard basis for rating all small commercial refrigerating units, and at his suggestion a joint committee has been organized with representatives of the American Society of Refrigerating Engineers, the National Electrical Manufacturers Association, and the Refrigerating Machinery Association to approve a standard rating.

It is known that there is considerable variance in the methods used by different manufacturers to rate their machines, and even when they express capacities in the same units, they are often not comparable because they were not determined under similar operating conditions.

A standardized method of rating commercial condensing units seems particularly desirable because often the user buys his display case or cooling cabinet from one manufacturer, and the machine from another. Judgment of the buyer, the cabinet salesman, and the machine salesman enters into the choice of the condensing unit here.

The conventional method of rating commercial units by the horsepower of the motor, Mr. Wyllie points out, is not sufficiently indicative of the primary function of the equipment (to produce refrigeration), since there are several other factors which affect the actual refrigerating effect of the machine.

Expresses Actual Refrigeration

By expressing the size of a refrigerating machine in terms of its actual accomplishment in removing heat, he feels, the user should be able to select more accurately the machine needed to do his job, and manufacturers should be benefited by the increased good will of customers whose installations function properly.

Mr. Wyllie suggests that the capacity of a commercial machine be expressed in terms of pounds of ice melting equivalent for 24 hours of continuous operation, it being understood that one pound ice melting equivalent is equal to 144 B. t. u.'s. Pounds of ice melting effect is a more comprehensive term to the preserver of foods than British thermal units, and can be expressed in much smaller numbers, he says.

In recommending conditions under which a machine should be rated, he aimed to choose those which would give determinations indicative of the over-all capacity of the unit, conditions which would make possible a comparison of units using different refrigerants, and conditions which are obtainable in ordinary practice.

Condensing Medium a Factor

The temperature of the condensing medium is one of the factors governing the output of a machine, and, he believes, is more significant than the discharge pressure, since the latter is governed by the efficiency and size of the condenser and its auxiliaries. Hence he chooses condensing medium temperature as one of the standard conditions.

For air-cooled machines he suggests that a room temperature of 80° F. be considered standard for rating purposes, while for water cooled machines, he selected an 80° F. temperature of the exit water, since the amount of water passing through is usually subject to regulation.

Since there are several refrigerants now in use, and new ones may be expected, Mr. Wyllie feels that a standard rating scheme should be fair to all

of them, and proposes to specify the suction pressure at the vapor pressure of the refrigerant in question at a standard temperature of 5° F.

Thus, with this rating plan, the standard capacity of any air-cooled condensing unit would be its capacity expressed in pounds ice melting equivalent per 24 hours of continuous operation in an 80° F. room, and at a suction pressure equal to the vapor pressure of the refrigerant at 5° F. For water-cooled units the same conditions would apply, with the exception of the substitution of an exit water temperature of 80° F. in place of the room temperature.

Similar Plan for Cooling Units

In rating cooling units, Mr. Wyllie suggests a similar plan. The capacity may be expressed in pounds ice melting equivalent per 24 hours of continuous operation. While cooling units do not operate continuously in actual practice, he reasons that this method will cause no discrimination if they are all rated on this same basis.

For the standard conditions, he proposes a refrigerator temperature of 50° F., and a suction pressure corresponding to the vapor pressure of the refrigerant at 5° F. The latter is the same as the suggested standard suction pressure for the condensing unit, and both conditions are commonly encountered, he points out.

It is conceded that a standard plan for rating small commercial units is desirable if it will make possible better selections of refrigerating machines to suit cabinet requirements, and Mr. Wyllie's proposed method appears to merit the consideration it is receiving.

On Our Bookshelves

"THE COMPRESSION REFRIGERATING MACHINE"
Author: Gardner T. Voorhees. Publisher: Nickerson & Collins Co., 435 N. Waller Ave., Chicago. Price: \$6.50. Date of publication: 1927.

WHILE not a new book, Mr. Voorhees' treatise on the compressors used in the refrigerating industries is still one of the accepted guides in making calculations of compressor capacities, efficiencies, and thermodynamic properties. It includes complete analyses of many technical refrigeration studies, illustrated with diagrammatic charts and tables.

In the first few chapters, the author gives elementary definitions of refrigerants, the various types of compressors, valves, latent heats, and condensers, and describes the common compression refrigerating cycles. He then becomes more technical, treating mean effective pressures, giving adiabatic compression curves, and showing the variations of mean effective pressures with suction pressures.

He subsequently discusses volumetric efficiencies, compressor clearances, temperatures of discharge vapor, heating effect of cylinder walls, and standard units of rating refrigerating machines. He analyzes the research work carried on at Cornell University with York cooperation, also Eastman Kodak and Denton's tests on refrigeration equipment, pointing out their value and significance. Typical problems are assumed and solved, using Bureau of Standards and Mollier charts. He concludes by describing evaporation processes, and their action in refrigerating applications.

A scientific spirit pervades the work, indicating the author's appreciation that there is still much to be learned by careful research and studies of refrigeration. He is not given to making bald statements on questions which other engineers might prove to be in error. Rather, he shows what progress had been made in the science, qualifying his data with information regarding the purpose of the studies, who made them, and possibilities of variations in formulae.

GLEANINGS FROM RECENT PERIODICALS

EVEN at this late period in the depression we see some manufacturing companies doing rather drastic discharging of the managerial personnel.

Somewhat the situation appeals to us as no less dramatic than that of the wrecked mariner who clings to a bit of wreckage for a whole day, but lets go a half hour before rescuers come in sight.

Nor is this a plea on behalf of the ousted employee himself. Rather, what concerns us for the moment is the long-view disadvantage to the manufacturers himself in a slashing policy.

Whether or not such a plan is justified depends upon the validity of the reasons behind it. Is it an emergency step to save the business structure itself, or merely to save dividends? And there's a vast difference.

Unwise slashing of a loyal, skilled managerial personnel may save dividends for the next quarter, but completely wipe them out a year or two years hence.

That concern which throws overboard its carefully built-up personnel now solely to preserve immediate dividends is going to hear a far louder howl from its stockholders during that period which is surely coming when all those concerns which are fully organized and ready for it are going to enjoy a highly profitable business.

Just plain good business should show that crippling a loyal organization today destroys profit-making possibilities tomorrow.—*Electrical Manufacturing*, June, 1931.

Letters From Readers

Des Moines, Iowa.

Editor:
I want to voice my agreement with your editorial on "Parts for the Service Man," published in the *Engineering Section* of June 3, concerning both sides of the service parts situation. I am anxious to see a closer cooperation brought about between manufacturers and independent service station operators on this important question.

My equipment consists of a charging board for gas and oil, drill press, grinder and buffer, running-in stand, automatic discharge valve lapper, evacuator, air supply, float and discharge valve test apparatus, and a new C-20 Dispatch oven that was purchased from an ad in your paper.

I intend to repair all types (except hermetically sealed) compressors and evaporators, float and discharge valves, repaint cabinets, and also to overhaul ice cream cabinets.

I am all hopped up over my set-up, and am going out actively after business in the electric motor and refrigeration field.

B. F. Wood,
Refrigeration Service Repair.

Tulsa, Okla.

Editor:
We have been a subscriber to the News for two years, and we want to say that it is a fine thing for the refrigeration field.

A. L. HENDERSON,
Refrigeration Service.

Additions To List of Service Men

California
Martin's Refrigeration Service
E. E. Martin
631 Lincoln Ave., Fresno
Walter W. Mandeville
207 Cleveland St., Woodland

Florida
Electric Refrigeration Service
J. M. Morris
2176 N. W. 35th St., Miami

Iowa
Jackson Electric Refrigeration Service
Loran W. Jackson
3612 Center St., Des Moines
Refrigeration Service Repair
B. F. Wood
1433 Walnut St., Des Moines

New York
John J. Sullivan
42 Auchinhole Ave., Buffalo
Joseph Schickel
130 W. 24th St., New York

Ohio
South End Refrigeration Service
Clarence Schultz
1311 Colburn St., Toledo

Oklahoma
Refrigeration Service
A. L. Henderson
128 N. Zunis, Tulsa

Pennsylvania
Stuart Battan
Longwood Farms, Kennett Square
George L. Reynolds
504 Broadway, Milton
Leo C. Jones
3504 Hamilton St., Philadelphia

Texas
Electric Refrigeration Service
A. A. Haney
940 E. Annie St., Ft. Worth

West Virginia
Benjamin F. Bruno
67 13th St., Wheeling

REFRIGERATING EQUIPMENT PLACED ON STEAMER

OTTAWA—Refrigerating equipment consisting of two twin-compressor vertical enclosed carbon dioxide machines, each directly coupled to a 64 hp. electric motor, has been installed on the "Empress of Britain," C. P. R. liner. The refrigerating machines are placed on the tank top between the shafts.

There are two condensers, two water pumps, and four brine pumps. The capacity of the cargo chambers is 27,000 cu. ft., while the capacity of the refrigerated provision chambers amounts to 29,500 cu. ft., with brine connections to 34 cold cupboards.

Drinking water is cooled by an electrically driven twin-compressor refrigerating machine of the "Wembley" type.

CUTLER-HAMMER BRANCH IN NEW QUARTERS

ATLANTA, Ga.—Cutler-Hammer, Inc., has opened its new sales offices here at 133 Cone St. N. W. The quarters include warehouse facilities where a stock of motor controls, wiring devices, and safety switches is carried for immediate delivery. A. C. Gibson is manager of the Atlanta district.

GAS REFRIGERATION MEN MEET

CLEVELAND, Ohio—Members of the refrigeration committee of the American Gas Association met here on June 19 to discuss gas refrigeration.

SHOWS POSSIBILITIES IN HOUSEHOLD LOAD

MACKINAC ISLAND, Mich.—"Continued growth of the domestic load throughout the recent business depression has demonstrated the stability of this class of business to the electrical industry," C. R. Landigan of the Detroit Edison Co. declared before the annual convention of the Michigan Electric Light Association here July 1. "In 1930, sales of current for domestic use continued to increase, while other major classes of load showed substantial losses," he pointed out.

"Companies that have been aggressive in the promotion of domestic load by suitably low rates have been rewarded by the stability of their residence earnings during the business slump," he said. "It appears, therefore, that all operating companies should turn their attention to building up this load to several times its present proportions, and to making it the real back-bone of the electrical industry."

"The increase in total residence consumption is more remarkable because of the fact that the number of domestic customers in Michigan actually decreased by more than 6,500 during 1930. This reduction was due to young married folks going back home, families doubling up and other such exigencies of the business depression."

"The annual residence consumption per customer in Michigan has increased from 456 kilowatt-hours to 608 kilowatt-hours in the past five years. Even in 1930, a poor business year, the increase was almost six per cent over 1929."

"This is a fine growth and somewhat better than the national average, but since the average household uses about 500 kilowatt-hours annually for lighting and small appliances, a total consumption of only 608 kilowatt-hours certainly does not indicate the present extensive use of major appliances in the home," he showed.

"As a potential market for electrical energy the American home continues to hold possibilities far in excess of present achievement. We look upon our progress in the development of the domestic use of electricity in recent years as something remarkable, but we really have done little more than scratch the surface of this class of business."

"More than 900,000, or about 85 per cent of the families in Michigan already have electric service, so that growth in residence sales is becoming more and more a matter of increasing the use per customer, rather than of adding to the number of customers."

"The average annual residence consumption per customer in Michigan at this time is 608 kilowatt-hours, but there is a potential domestic load of 6,000 kilowatt-hours per customer waiting to be developed. Consider what a tremendous stabilizing effect it would have on earnings, if operating companies could build up only half of that load."

He gave the following figures to illustrate the possibilities of increasing average annual consumption by the use of electrical appliances.

Potential Residence Load	Approx.
Appliance	Energy Used
Water Heater	2,800 Kwhr.
Range	1,500
Refrigerator	550
Oil Burner	260
Ironer	125
Radio	90
Toaster	50
Percolator	50
Lighting and Misc.	575
Total	6,000 Kwhr.

"The chief potential load in the home at the present time is electric water heating and the development of this device merits attention because it offers great possibilities," he claimed. "The greatest difficulty to be overcome is the cost of operation at regular residence rates of three cents or more. It can be reduced by the institution of a special low off-peak rate, or some sort of flat off-peak rate, and still be a profitable load."

"Electric ranges are the next best load builders in Michigan. One Michigan company installed about 6,000 of them last year and has established the merits of electric cooking in its territory. For this appliance first cost and the cost of operation is not high. A modern electric range can be sold and operated at prices that are very close to other forms of cooking apparatus."

"More than 750,000 electric refrigerators were sold in the United States last year, but aggressive sales campaigns should result in still greater sales of this important appliance. What housewife would not forsake other luxuries for the electric refrigerator that keeps the ice man from tramping through her kitchen, saves her food by its steady low temperature, and actually operates for less than the cost of ice."

"Every woman already has the desire for an electric refrigerator. All that needs to be done to build up this load is to sell the refrigerators at low first cost and easy terms of payment. No woman would consider returning to ice after she once experienced the convenience and pleasure of electric refrigeration," he concluded.

Home Air Conditioning Plants Will Be Automatic, Placed in Basement

By S. M. Anderson

Research Engineer, Air Conditioning Department, B. F. Sturtevant Co.

OWING to the impetus given by advertising to electric refrigeration for the preservation of foods, and to the remarkable results obtained along such lines in the familiar electric refrigerators, there has been a constantly increasing interest in the adaptation of refrigeration to the cooling of private residences.

There have been several designs of unit coolers similar in form to the unit ventilators used for heating purposes in the school rooms. There have also been a number of cooling installations utilizing the principle of the central system located in the basement, with distributing duct work and a mechanically driven fan to circulate the cool air from the basement apparatus into and about the house.

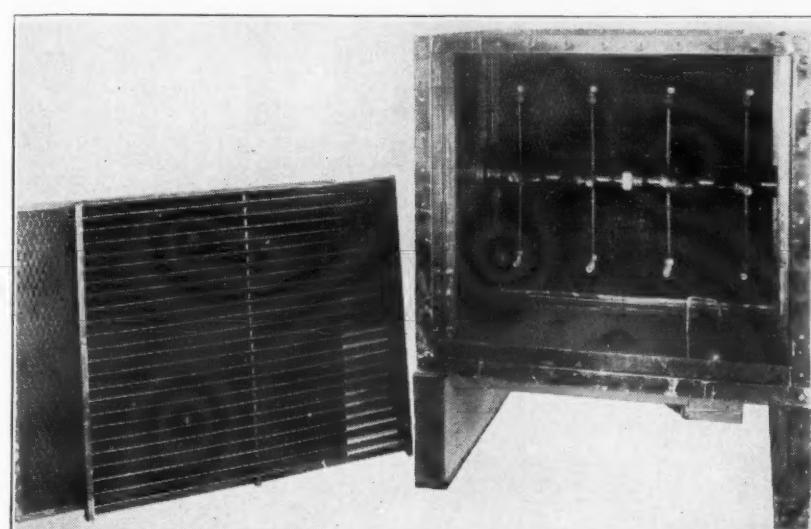
Many of these devices have had insufficient cooling capacity to be really effective, or else they were so expensive to install and operate that they were out of the reach of the average home owner's pocketbook. The solution to these problems involves probably more of a principle of design than of capacity, and yet there are many who do not appreciate what the cooling load of a well-insulated house may be.

Probably the solution to the house-

air through an evaporator supplied with liquid refrigerant.

There have been a number of smaller jobs installed during the past few years where extended surface, or fin tubing, has been used to replace the air washer or water spray. Such installations have proven quite practicable where cooling alone is desired, but the man who wants air conditioning equipment in his home also wants the assurance that his equipment will wash and humidify the air and will filter out the dust that would otherwise accumulate in his household.

Pictured below is a water spray cooler, showing a view of the nozzles as seen when the filter and baffles on the entering air side of the unit are removed. The air of the house in passing through this unit goes in a direction away from the reader, and first passes through the horizontal baffles and gal-



A water spray air-conditioning unit, showing filter (left), and spray nozzles in cabinet (right).

hold cooling problem will be found, therefore, in the form of a basement type of central system with forced circulation of air about the house, combining in one apparatus the heating and humidifying winter equipment with the summer cooling and dehumidifying apparatus.

Such a system would be comprised of a fan for year-round operation, to blow warm air in the winter time and cool air in the summer, up through duct work and grills appropriately located about the house.

In winter the cooling equipment would be inoperative, and by the use of automatic controls, the house would be kept at a proper temperature by one of the usual designs of warm air heaters and humidifiers.

As the weather becomes more mild, the heating apparatus would cease to function, and under automatic control, the electric refrigerator would be called upon to operate in cooling the air. In the middle of the summer, refrigeration would be required, particularly in the South, during almost every day.

In the Northern States there are relatively few days of the summer when the maximum refrigerating capacity would be required, nevertheless it must be there when needed to be called into play by automatic controls.

The cooling apparatus itself should follow the same general designs as are now used in the cooling of theaters and large assembly halls, where the air to be cooled is brought in direct contact with a spray of highly atomized chilled water, this water being recirculated and relieved of the heat absorbed from the

(manually or automatically) to regulate the temperature of the room in which it is located.

Because of the fact that occupants of the house would actually be living at times within a few feet of one of these units, the unit must be quite silent in its operation.

For this reason, it would be imperative that as few as possible of the mechanical moving parts be located in one of these units. The absence of spray nozzles pre-supposes the use of the fin tubing type of cooling element, and some separate means for winter heating and humidification.

In one of these units we find, therefore, a small, slow-speed fan driven by a silent motor of the capacitor type, which moves the air of the room over the fin tubing, passes it through dry filters and circulates the cool, filtered air about the room often enough to maintain the desired room temperature.

The cooled air must be circulated in a manner that will not cause draftiness in the room, a very difficult thing to attain with chilled air in motion. The cooling medium would be fed to one of these units through insulated pipes from a remote refrigerating system.

The refrigerant might be either brine or chilled water, depending upon the amount of cooling surface located within the unit. In this way a single central refrigerating system would supply every unit in the house, resulting in good refrigeration performance and a convenient adjustment of temperatures in the various rooms of the house.

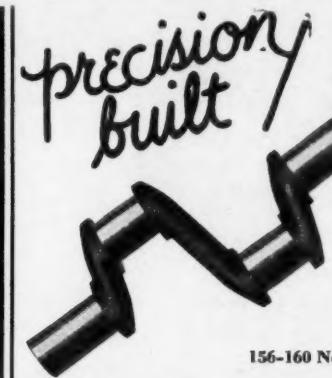
The direct expansion of refrigerant into the cooling element over which the room air is blown in the unit type of installation, or even in the central system type, would simplify the apparatus required, but owing to the fact that there is more of a likelihood of refrigerant getting directly into the ventilating air by this method than would be the case with a method utilizing brine or chilled water as an intermediate heat exchanger, this simplified system has not lent itself to popular requirements.

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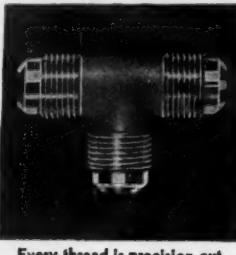
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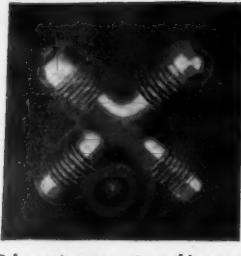
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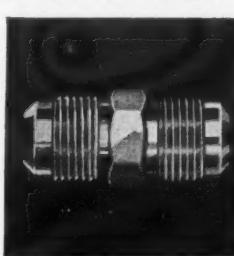
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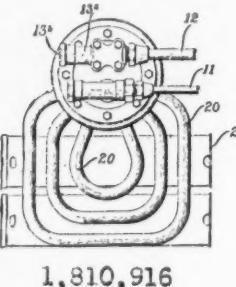
Bulletin 163, herewith illustrated, should be in the hands of everyone interested in electric refrigerators—whether engineer or salesmen, manufacturer or distributor. » » » It illustrates and describes in detail Wagner's method of silencing motors intended for refrigerator duty—a method that includes among other things (1) rubber-cushioning the base and governor weights, (2) skewing the rotor, and (3) lifting brushes automatically. » » » Wagner refrigerator motors are truly silenced, de-

ISSUED JUNE 23

1,810,915. METHOD AND APPARATUS FOR HUMIDIFYING AND COOLING THE AIR OF INCLOSURES. Alfred F. Karlson, North Leominster, Mass., assignor to Parks-Cramer Co., Boston, Mass., a Corporation of Massachusetts. Filed Nov. 11, 1927. Serial No. 232,696. 17 Claims. (Cl. 236—44.)

3. Apparatus for maintaining relative humidity at a predetermined standard in the air of an inclosure when said air is subject to variable increases in temperature due to heat liberated therein from uncontrollable sources, comprising humidifying means acting when in operation to discharge and vaporize water within said inclosure, ventilating means operative to determine the exchange of air between the interior and exterior of said inclosure, means sensitive to and actuated by variations of the humidity and temperature of the air within said inclosure acting to control the humidifying means and the ventilating means to maintain an exchange of air with a maximum supply of moisture when the temperature of the air of the inclosure is above a predetermined temperature and thereby produce a maximum cooling of the air of the inclosure, to effect discontinuance of the operation only of the humidifying means in response to humidity within said inclosure in excess of said predetermined standard of humidity while maintaining said air exchange and to effect discontinuance only of said exchange of air in response to humidity within said inclosure in deficiency of said standard while maintaining said maximum supply of moisture.

1,810,916. REFRIGERATING APPARATUS. Jesse G. King, Dayton, Ohio, assignor,



1,810,916

by mesne assignments to Frigidaire Corp., a Corporation of Delaware. Filed Sept. 28,

DRINKING WATER FAUCETS for

Refrigerators—Water Coolers
New model now available for
use on city water pressure



CORDLEY & HAYES
147 Hudson Street
New York City

1927. Serial No. 222,673. 1 Claim. (Cl. 62—126.)

Refrigerating apparatus comprising in combination a refrigerator cabinet having a cooling compartment; a door forming a closure for the front of said compartment; and a refrigerating element including an elongated header forming a reservoir for liquid refrigerant extending substantially the entire width of the compartment, an elongated casing for supporting an ice-making container transverse to the header and having an opening facing the door, and a plurality of sets of ducts for circulating refrigerant connected to the header and thermally connected to the sides of the casing, each set including a plurality of loops disposed one outside of the other in a vertical plane transverse to the axis of the header.

1,810,989. MEANS FOR TREATING SOLIDIFIED CARBON DIOXIDE. Orval Smiley, Indianapolis, Ind. Filed Feb. 12, 1930. Serial No. 427,997. 5 Claims. (Cl. 23—239.)

1. Means for treating solidified carbon dioxide for retarding evaporation thereof, comprising commingling with the mass of solidified substance a dividing element.

1,811,090. REFRIGERATION. Alan Varley Livingston, New Haven, Conn., assignor to The Safety Car Heating & Lighting Co., a Corporation of New Jersey. Filed Mar. 12, 1926. Serial No. 13,701. 45 Claims. (Cl. 62—4.)

1. In apparatus of the nature of that herein described, in combination, a compressor, a single phase induction motor for driving said compressor and having a starting winding, means forming a substantially fluid tight casing having included therein said compressor and said motor, a condenser for receiving compressed fluid from said compressor, means for circulating cooling fluid in thermal contact with said condenser, a prime mover for driving said circulating means, a cooling device adapted to have expanded into it condensed fluid from said condenser, means for controlling the operation of said motor but dependent upon the state of operation of said prime mover, means responsive to the temperature of said cooling device for controlling the operation of said prime mover, and means exterior of said casing means for controlling the circuit of said starting winding of said motor substantially in accordance with the speed of said motor.

1,811,215. LIQUID REFRIGERATING AND DISPENSING APPARATUS. Aden E. Smith, Columbus, Ohio, assignor to the D. A. Ebinger Sanitary Mfg. Co., Columbus, Ohio, a Corporation of Ohio. Filed Jan. 25, 1929. Serial No. 335,055. 1 Claim. (Cl. 62—141.)

In a liquid refrigerating and dispensing apparatus, a casing formed to include a plurality of superimposed compartments, louvers formed in one wall of the lower

FILTRINE FILTERS for ELECTRIC WATER COOLERS GUARANTEED

FILTRINE MFG. CO.
49 Lexington Ave. - Brooklyn, N. Y.
Manufacturers of filters and coolers in all sizes.

of said compartments and in the opposite wall of the intermediate compartment, a compressor unit in said lower compartment, a tank situated in said upper compartment, an expansion unit in said tank, a connection between said expansion unit and said compressor, means for circulating a liquid to be cooled through said tank, means situated at the top of said casing for dispensing said cooled liquid, a motor unit in said middle compartment, said motor being positioned with its drive shaft at right angles to said louvers, a fan on one end of said drive shaft and adjacent said louvers for casing air to circulate through said lower and intermediate compartments, means carried by the opposite end of said shaft for driving said compressor, and an inwardly extending flange secured to the wall of said intermediate compartment for surrounding said louvers and said fan.

1,811,228. STAND FOR BOTTLE DISPENSING REFRIGERATORS. Chester A. Frick, Muncie, Ind., assignor to Glascock Brothers Mfg. Co., Muncie, Ind., a Corporation of Indiana. Filed May 5, 1930. Serial No. 449,711. Renewed May 7, 1931. 3 claims. (Cl. 248—41.)

1. A supporting stand for bottle cooling receptacles comprising a pyramidal base having a rectangular base frame, four upwardly extending inwardly converging corner posts, means for connecting said corner posts together at their tops, panel plates secured to said corner posts and an inverted pyramidal support mounted on the tops of said corner posts.

1,811,234. APPARATUS FOR REFRIGERATING AND DISPENSING BEVERAGES. Frank R. Hicks, Jr., and Frank A. Mayes, Shreveport, La. Filed Jan. 17, 1928. Serial No. 247,342. 4 Claims. (Cl. 225—28.)

1. In dispensing apparatus of the class herein described, a dispensing faucet, a liquid reservoir, a cooling unit, a refrigerating unit associated with the cooling unit, a coil communicating at one end with the dispensing faucet and disposed in juxtaposition to the cooling unit, a compartment in which the said reservoir, the cooling unit, and the coil are arranged, a compartment separated from and in communication with the first mentioned compartment, a wall dividing the said compartment, the wall having circulating passageways therein to provide for the circulation of water between the compartments, a storage compartment displaced with respect to the last mentioned compartment, and a cooling unit in the said storage compartment in communication with the pipes of the first mentioned cooling unit.

1,811,279. REFRIGERATING APPARATUS. Alfred Quarstrom, Dayton, Ohio, assignor to Frigidaire Corp., Dayton, Ohio, a Corporation of Delaware. Filed May 27, 1929. Serial No. 366,112. 3 Claims. (Cl. 312—1.)

1. In a heavy elongated cabinet including a rigid framework and a casing having a frangible coating covering said framework, the combination of a sleeve rigid with said framework and a lift bar slidable into said sleeve and slidable substantially entirely within the casing.

1,811,287. THERMOSTATIC SNAP CONTROL. Joseph William Winter, Penfield, (Continued on Opposite Page)

Wagner Rubber-Mounted Motors

1/6, 1/4 and 1/3 H. P.
Repulsion-Start-Induction
Brush-Lifting—Ultra-Quiet
Bulletin 163
FIRST REVISION
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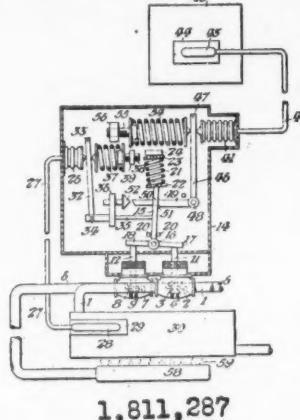
DRY DRIER DRIEST

IN FIELD OF MECHANICAL REFRIGERATION

(Continued from Opposite Page)
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Pa., assignor to Master Domestic Refrigerating Co., Inc., Conshohocken, Pa., a Corporation of New York. Original application filed Nov. 13, 1928. Serial No. 319,051. Divided and this application filed July 24, 1929. Serial No. 380,517. 5 Claims. (Cl. 236—48.)

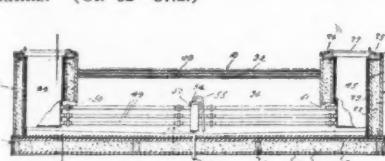
1. The combination with two valves, having respective reciprocating stems in parallel relation and each having a valve spring continually stressing it in one direction; of a toggle device comprising a lever having three arms in radial relation with its fulcrum, including a main arm extending between said stems and substantially parallel therewith, and auxiliary arms extending transversely to said stems and respectively in cooperative relation therewith, and a spring compressed, with its axis adapted to intersect the fulcrum of said lever, in pivotal connection with the free end of said



1,811,287

lever, adapted to snap said lever in either direction in which said lever is otherwise turned past the dead center line between the lever fulcrum and the pivotal connections of said toggle spring; and respective thermostatic devices adapted to alternately engage said main lever arm and move said toggle lever past its dead center, in respectively opposite directions, at respective predetermined temperatures; whereby, said valves are automatically alternately opened and closed, by the same lever, at such predetermined temperatures.

1,811,376. REFRIGERATED DISPLAY CASE. Michel Abood, Jacksonville, Fla. Filed Jan. 27, 1930. Serial No. 423,828. 3 Claims. (Cl. 62—37.2.)



1,811,376

1. A refrigerated display case of the character described having end compartments and further having an intermediate display compartment extending between the end compartments and having communication with the lower portions thereof, containers mounted in the end compartments for the reception of a cooling medium, said containers having their bottoms spaced above the bottoms of the end compartments, a series of pipes traversing the display compartment and having their ends connected to the containers for the reception of the cooling medium therefrom, a drip pan disposed in the display compartment beneath the pipes to receive condensate therefrom, said drip pan extending into the end compartments and terminating in enlarged end

portions disposed beneath the containers for receiving condensate therefrom.

1,811,378. AIR CONDITIONING SYSTEM. Bryant Bannister, Pittsburgh, Pa. Filed Jan. 25, 1928. Serial No. 249,346. 2 Claims. (Cl. 126—101.)

1. A heat exchange apparatus including a header, a tube sheet associated therewith, a plurality of U shaped tubes supported in said sheet and opening into said header, a housing for said tubes, a partition associated with said tubes and cooperating with said housing so that one leg of each of said tubes is located in one compartment and the other leg of each of said tubes is located in the other compartment, means for passing air through one of said compartments in contact with said tubes and a heating mechanism located in said housing and associated with the other of said compartments for passing heating medium therethrough.

1,811,402. HEATER OR COOLER. Daniel Raymond McNeal, Abington, Pa., assignor to Andale Engineering Co., Philadelphia, Pa., a Corporation of Pennsylvania. Filed Nov. 12, 1927. Serial No. 232,745. 13 Claims. (Cl. 257—222.)

1. In apparatus of the character described, a casing member and a tube plate member secured thereto, one of said members having a groove cooperating with the other member to form a channel with a joint at each side thereof, a head secured to said casing member, said plate and casing forming a chamber and said plate, casing, and head forming another chamber, and an outlet connected to said channel.

1,811,456. DISPENSING UNIT EMBODIMENT MECHANICAL REFRIGERATION. Lloyd G. Copeman, Flint, Mich., assignor to Copeman Laboratories Co., Flint, Mich., a Corporation of Michigan. Filed April 30, 1928. Serial No. 273,786. 8 Claims. (Cl. 62—141.)

1. A refrigerating apparatus of the liquid dispensing type, comprising an integral container for receiving the liquid to be cooled and dispensed, an evaporator positioned in heat conducting relation with one of the walls of said container for receiving and circulating a volatile refrigerant, and heat conducting branch members extending from said evaporator in heat conducting relation with other walls of said container whereby to effect equalization in the cooling of said liquid contents.

1,811,496. EQUIPMENT FOR TREATING PERISHABLE PRODUCTS. Fred John Day, Los Angeles, Calif., assignor to Pre-Cooling Car Service Co., Los Angeles, Calif., a Corporation of California. Filed July 7, 1928. Serial No. 290,971. 7 Claims. (Cl. 62—24.)

1,811,523. REFRIGERATION UNIT. Russell T. Smith, Cincinnati, Ohio, assignor to The Crosley Radio Corp., Cincinnati, Ohio, a

Corporation of Ohio. Filed Feb. 20, 1930. Serial No. 429,981. 4 Claims. (Cl. 62—120.) 1. In an absorption system refrigeration

Whitehead, Detroit, Mich. Filed Oct. 14, 1929. Serial No. 399,536. 1 Claim. (Cl. 62—95.)

In combination, a refrigerator cabinet having a front wall provided with vertically spaced openings and provided between said

unit the combination with a generator absorber shell, a condenser evaporator shell and tubular means connecting the same, the generator absorber shell being loose from the tubular means except for defined passageways, of a shell erected about the generator absorber shell, said shell communicating with the tubular means and arranged to retain a portion of the absorbent agent used in the system, and a conduit extending from the tubular means to a point below the absorbent level within said erected shell in order to promote absorption within the same.

1,811,529. PORTABLE APPARATUS FOR CONDITIONING PERISHABLE PRODUCTS. Welch Barstow and Fred John Day, Los Angeles, Calif., assignors to Pre-Cooling Car Service Co., Los Angeles, Calif., a Corporation of California. Filed June 13, 1928. Serial No. 285,134. 6 Claims. (Cl. 99—2.)

DESIGNS

84,470. HUMIDIFIER CABINET. William A. French, Minneapolis, Minn. Filed April 16, 1931. Serial No. 39,501. Term of patent 3½ years.

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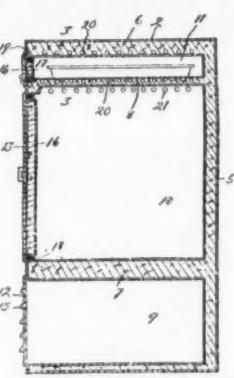
1,811,890. WATER SOFTENER. Lynn G. Lindsay, Minneapolis, Minn., assignor to Trupar Manufacturing Co., Dayton, Ohio, a Corporation of Ohio. Filed Sept. 14, 1925. Serial No. 56,288. 7 Claims. (Cl. 210—24.)

1. In a device of the class described, a pressure tank, a brine tank, a valve casing, a pipe connecting the valve casing with the pressure tank, a pipe connecting said valve casing with the brine tank, and a slideable valve in said casing to put said pipes in communication with each other for the purpose specified.

1,811,925. COATED FIBROUS MATERIAL. Raymond E. Garrett, Lancaster, Pa., assignor to Armstrong Cork Co., Pittsburgh, Pa., a Corporation of Pennsylvania. Filed March 9, 1927. Serial No. 173,927. 2 Claims. (Cl. 154—46.)

1. A sheet of fibrous material having applied thereto a homogeneous coating mixture including unvulcanized rubber and granulated cork, the amount of granulated cork in the mixture predominating over the amount of rubber present therein, the rubber being present in the mixture to the extent of about 24% by weight.

1,812,070. TRAY COMPARTMENT FOR REFRIGERATING CABINETS. Thomas C.



1,812,070

Whitehead, Detroit, Mich. Filed Oct. 14, 1929. Serial No. 399,536. 1 Claim. (Cl. 62—95.)

In combination, a refrigerator cabinet having a front wall provided with vertically spaced openings and provided between said

openings with a substantially horizontal partition that projects rearwardly from said front wall and cooperates with the top, back and side walls of the cabinet to form upper and lower chambers, the upper chamber being designed to receive ice trays, and the lower chamber being designed to receive food, and means for cooling said chambers including refrigerant tubing embedded in the top and side walls of the cabinet and in said partition, whereby such tubing encircles the ice tray chamber, and having coiled portions arranged in substantially a horizontal plane below said partition but above the opening to the food chamber whereby such coils may cool said chamber but are out of the path of food being placed therein or removed therefrom through the opening thereto in the front wall aforesaid of the cabinet.

1,812,102. REFRIGERATOR. Ivar Lundgaard, West Hartford, Conn., assignor, by mesne assignments, to Devon Manufacturing Co., Boston, Mass., a Corporation of Massa-

chusetts. Filed April 8, 1926. Serial No. 100,485. 10 Claims. (Cl. 62—95.)

2. A refrigerator comprising a hermetically closed casing containing a refrigerating chamber and food receiving chamber, said food chamber being accessible from the exterior but hermetically closed from the refrigerating chamber, a heat exchange engine with its cold head within said casing, and a gaseous refrigerating medium sealed within the refrigerating chamber and designed to circulate in good heat conductive relation with the wall of the food chamber and surface of said cold head.

1,812,113. REFRIGERATING APPARATUS. Owen F. Nelson, Grosse Pointe, Mich., assignor to Copeland Products, Inc., a Corporation of Michigan. Filed April 1, 1929. Serial No. 351,812. 8 Claims. (Cl. 248—16.)

1. As a new article of manufacture, a shock-absorbing support, having the form

(Concluded on Page 8, Column 1)

PROFESSIONAL SERVICE

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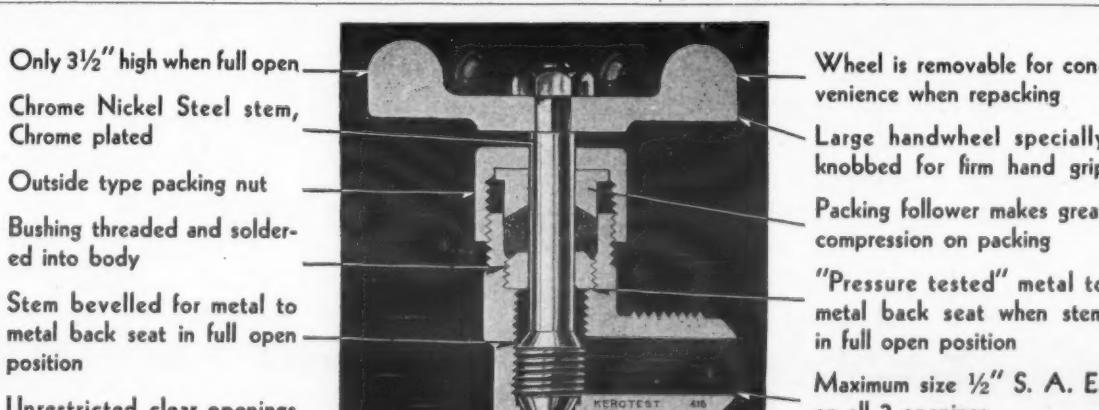
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